

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN 18 24 1968

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	AVG. SH % 0.000	TOTAL PERS (2+)	WORKING WOMEN 18-49 18- 49 <3	LOH 18-49 W/CH	W O M E N					M E N					T E E N S		C O L L E G E					
#STNS	CVG%	TYPE									18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12- 17	TOT. 18- 24	TOT. 25- 34	TOT. 35- 44				
EVENING																												
A DIFFERENT WORLD					A	27.7	41	2454	1823	358	293	106	853	339	528	450	332	273	468	190	304	278	206	135	188	97	314	202
THU 8.30P 30 NBC 4					B	25.1	39	2224	1896	376	311	98	875	325	546	481	367	273	508	214	337	287	214	142	210	114	303	198
208 99 CS 16					C	25.4	41	2250	1820	365	303	98	854	332	533	466	349	267	496	206	323	287	214	138	196	109	273	177
A YEAR IN THE LIFE					A	12.3	19	1090	1571	302	237	106	871	286	501	473	400	301	423	167	255	236	191	125	128	82	149	77
WED 9.00P 60 NBC 3					B	12.9	20	1146	1585	306	246	110	870	301	508	465	376	304	443	161	271	260	202	137	129	83	143	80
196 98 GD 14					C	12.4	20	1102	1568	330	272	96	855	303	508	461	374	295	436	161	263	247	197	142	136	83	140	86
9.00 - 9.30					A	12.0	18	1063	1561	297	226	102	872	271	483	460	403	318	408	158	239	224	180	128	130	79	151	79
9.30 - 10.00					A	12.5	19	1108	1594	310	248	111	878	303	522	488	400	287	440	176	271	249	202	123	127	85	149	77
ABC MONDAY NIGHT MOVIE					A	10.8	17	957	1700	265	222	127	677	255	420	422	312	183	760	343	543	490	341	157	132	49A	132	71
MON 9.00P 120 ABC 3					B	12.4	19	1102	1664	273	219	100	719	244	428	405	353	230	694	266	455	424	341	186	119	45	132	69
207 96 FF 3					C	12.4	19	1102	1664	273	219	100	719	244	428	405	353	230	694	266	455	424	341	186	119	45	132	69
WHAT PRICE VICTORY					A	11.2	16	992	1728	279	230	122	687	250	422	423	321	195	742	311	505	453	330	185	142	52A	157	83
9.00 - 9.30					A	10.9	16	966	1696	265	227	129	655	250	417	425	307	164	775	359	568	505	349	147	127	42A	139	77
9.30 - 10.00					A	10.5	17	930	1709	263	225	133	687	261	432	431	316	182	767	355	551	505	343	149	135	55A	120	67A
10.00 - 10.30					A	10.6	19	939	1667	254	206	123	678	260	412	409	302	191	757	349	550	500	345	144	123	46A	109	55A
10.30 - 11.00																												
ABC SUNDAY NIGHT MOVIE					A	10.4	16	921	1722	342	284	74	714	252	468	463	377	193	774	291	524	538	436	170	111	29A	123	81
SUN 9.00P 120 ABC 2					B	11.0	17	970	1751	314	254	78	752	252	469	484	391	205	758	270	512	524	417	173	107	28A	135	77
213 99 FF 2					C	11.0	17	970	1751	314	254	78	752	252	469	484	391	205	758	270	512	524	417	173	107	28A	135	77
A FATHER'S REVENGE					A	9.8	15	868	1793	353	293	61A	741	252	476	478	400	208	760	287	509	545	433	165	110	40A	182	105
9.00 - 9.30					A	9.9	15	877	1727	357	296	65A	717	252	471	470	380	191	757	274	516	539	444	163	127	39A	126	90
9.30 - 10.00					A	10.7	17	948	1704	332	271	78	699	249	458	449	366	189	788	295	541	538	442	174	119	21A	98	67
10.00 - 10.30					A	11.2	18	992	1673	330	278	88	703	254	467	459	366	185	787	306	530	530	426	178	91	17A	92	64
10.30 - 11.00																												
ABC THURSDAY NIGHT MOVIE(R)					A	8.8	14	780	1713	247	201	98	636	264	468	407	298	137	693	342	550	490	318	89	173	69A	212	105
THU 8.30P 150 ABC 4					B	7.8	13	688	1664	261	205	74	681	224	410	365	321	236	702	258	455	423	346	193	130	53	150	84
206 98 FF 15					C	8.9	15	788	1660	281	216	71	726	222	413	379	355	268	648	233	402	371	312	194	124	54	163	105
ALIEN					A	7.6	11	673	1664	242	183	89A	664	237	434	395	332	192	602	271	431	404	291	110	143	86A	256	139
8.30 - 9.00					A	9.2	14	815	1763	276	227	111	664	276	483	426	309	150	715	356	565	515	323	93	151	69A	233	116
9.00 - 9.30					A	9.4	14	833	1695	261	209	97	639	253	477	418	315	134	672	339	531	471	303	88	179	66A	205	99
9.30 - 10.00					A	9.3	15	824	1682	217	183	93	593	271	453	380	253	116	709	356	578	509	319	81	185	62A	195	88
10.00 - 10.30					A	8.8	15	780	1700	228	192	94	602	270	473	399	274	99	732	364	608	523	338	75A	195	63A	171	85
10.30 - 11.00																												
ADVENTURES-BEANS BAXTER(R)					A	2.3	4	204	1857	148A	119A	67V	442	231A	356	323	190A	69V	536	379	487	374	122A	40V	245A	78V	634	487
SAT 9.00P 30 FOX 4					B	2.2	3	190	1819	257	235	64A	510	279	419	346	190	75A	570	334	502	395	206	45A	250	100A	489	368
107 82 CS 13					C	2.2	4	193	1757	253	217	66A	510	243	395	332	234	90A	551	287	428	347	210	91A	305	144	392	278
ALF(R)					A	18.6	27	1648	1979	305	252	105	767	310	513	466	322	206	513	255	399	350	210	86	250	127	448	300
CONT'D																												

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN 18 24 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																												
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E R S		CHILDREN												
									PERS	WOMEN	18-49	18-49	18-	18-	25-	35-	35+	18-	18-	25-	35-	35+	TOTAL	12-17	18-24	TOTAL	5-11										
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11									
EVENING CONT'D																																					
ALF(R)-CONT'D																																					
MON	8.00P	30	NBC	4	B	18.8	28	1666	2019	328	273	93	795	321	536	479	340	214	541	255	413	353	237	104	239	109	443	289									
	204	99	CS	16	C	19.0	29	1684	1949	323	271	102	738	326	517	454	301	177	522	251	405	349	225	93	248	118	442	287									
AMEN					A	17.4	30	1542	1729	288	207	78	840	255	417	381	352	370	498	159	271	271	218	182	182	128	209	141									
SAT	9.30P	30	NBC	3	B	18.7	32	1654	1788	306	225	72	863	247	421	401	376	372	527	164	290	272	236	200	174	118	225	165									
	204	98	CS	15	C	17.9	32	1589	1737	319	235	63	877	235	419	404	388	396	504	152	262	252	229	205	149	94	207	146									
BEAUTY & THE BEAST																																					
FRI	8.00P	60	CBS	4	A	13.9	24	1232	1784	332	245	83	878	251	484	445	431	339	601	166	319	314	299	233	102	52	202	106									
	208	97	A	14	B	14.3	23	1267	1775	350	278	77	890	257	500	466	432	335	603	176	335	313	304	230	95	56	186	100									
	8.00 - 8.30				C	13.4	23	1183	1731	339	261	79	878	252	485	460	422	333	573	158	315	301	300	219	94	54	187	112									
	8.30 - 9.00				A	13.5	23	1196	1790	325	244	86	869	250	481	435	425	337	613	173	325	321	304	238	109	56	199	98									
					A	14.3	24	1267	1778	338	246	80	887	252	487	454	436	342	590	159	313	308	294	228	96	48	205	114									
BILL COSBY SHOW																																					
THU	8.00P	30	NBC	4	A	30.9	45	2738	1865	332	268	94	866	299	499	439	354	316	525	197	322	286	223	175	171	86	303	187									
	213	99	CS	18	B	28.8	44	2552	1905	353	283	83	887	291	505	459	385	323	532	198	323	285	236	176	179	93	306	199									
					C	28.3	45	2509	1814	347	280	87	862	300	495	443	361	311	519	191	310	283	230	171	168	91	264	170									
BOYS WILL BE BOYS																																					
SAT	8.00P	30	FOX	2	A	3.1	5	275	1762	311	274	31v	597	235	472	395	302	110A	501	300	437	330	181A	49v	337	181A	327	229A									
					B	3.1	5	275	1752	295	254	33v	586	225	442	381	297	123A	542	298	444	364	208	59A	309	165A	315	214									
BRONX ZOO SPEC.(S)																																					
WED	10.00P	60	NBC		A	9.3	16	824	1557	322	254	102	800	270	481	405	410	233	549	206	346	347	271	131	107	74A	101	48A									
	202	99	GD																																		
	10.00 - 10.30				A	9.3	15	824	1571	327	250	102	805	271	477	497	422	232	527	187	330	336	273	131	123	83	116	60A									
	10.30 - 11.00				A	9.2	17	815	1560	320	259	104	804	272	489	478	403	236	576	227	367	363	272	133	92	67A	88	37A									
CAGNEY & LACEY																																					
TUE	10.00P	60	CBS	3	A	14.1	25	1249	1479	288	194	56	855	174	384	434	447	388	524	119	234	238	265	252	60	33A	39A	34A									
	209	99	OP	3	B	14.6	25	1294	1529	322	237	59	889	214	436	466	453	376	515	129	247	238	258	233	64	33	61	36									
	10.00 - 10.30				C	14.6	25	1294	1529	322	237	59	889	214	436	466	453	376	515	129	247	238	258	233	64	33	61	36									
	10.30 - 11.00				A	13.9	23	1232	1484	284	193	54	848	164	370	429	445	393	532	115	234	239	271	259	64	34A	40A	35A									
					A	14.3	26	1267	1474	291	195	57	863	163	398	439	448	384	517	123	235	236	258	244	55	31A	39A	33A									
CANDID KIDS SPECIAL(S,R)																																					
FRI	8.00P	30	NBC		A	11.7	20	1037	1777	275	191	65	864	219	402	393	410	383	613	168	289	287	278	282	105	59A	195	108									
	196	98	CV																																		
CBS SUNDAY MOVIE																																					
SUN	9.00P	120	CBS	4	A	18.4	28	1630	1713	378	310	55	906	247	536	503	483	306	623	204	348	339	305	214	98	46	86	55									
	208	98	FF	17	B	17.1	26	1519	1693	323	233	49	824	184	413	427	437	343	697	163	350	366	387	280	80	34	92	62									
					C	17.9	28	1588	1653	337	241	62	873	214	438	441	442	364	616	155	311	316	329	251	79	37	86	52									
BODY OF EVIDENCE																																					
	9.00 - 9.30				A	17.3	26	1533	1715	369	301	51	902	234	512	470	466	332	627	190	335	336	310	227	94	39A	92	63									
	9.30 - 10.00				A	18.0	27	1595	1696	388	320	53	911	245	541	508	486	307	618	198	337	337	303	215	87	41	80	51									
	10.00 - 10.30				A	19.3	30	1710	1705	377	309	57	898	257	546	517	483	287	617	212	353	333	299	208	105	49	86	52									
CONT'D																																					

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																							
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL		WORKING		LOH 18-49 W/CH	W O M E N					M E N					TEEN		TOTAL						
									PERS	WOMEN	18-49	18-		18-	25-	35-	18-	18-	25-	35-	TOTAL	12-17	17-19	TOTAL	12-19							
									(2+)	18+	49	<3		TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																																
CBS SUNDAY MOVIE-CONT'D 10.30 - 11.00					A	19.2	31	1701	1716	374	305	56	905	249	539	509	492	299	623	213	362	346	304	206	104	53	85	52				
CHARMING THU	8.00P	30	ABC	2	A	7.4	11	656	1732	213	164	100	704	226	382	370	330	269	442	179	283	280	213	115	147	82^	439	304				
					B	6.7	10	594	1694	227	182	90	721	235	395	365	327	276	480	190	311	284	212	137	143	77	350	232				
					C	6.7	10	594	1694	227	182	90	721	235	395	365	327	276	480	190	311	284	212	137	143	77	350	232				
CHEERS THU	9.00P	30	NBC	4	A	26.9	40	2383	1708	372	310	118	839	368	559	478	327	232	525	218	375	342	240	117	155	77	190	110				
					B	24.7	39	2191	1809	385	323	104	858	346	562	501	353	245	572	243	402	357	255	136	174	90	204	129				
					C	24.2	39	2142	1733	371	308	106	830	344	539	478	338	241	565	237	387	348	252	141	159	86	178	108				
COUNTRY MUSIC CELEBRATION(S) SAT 9.00P 120 CBS 207 98 GV					A	13.5	23	1196	1894	328	251	77	933	214	437	474	453	396	730	186	370	366	397	302	108	51^	122	81				
30TH ANNIVERSARY OF CMA 9.00 - 9.30					A	12.8	21	1134	1912	324	249	82	934	214	433	473	444	400	711	171	369	366	398	299	118	51^	148	96				
9.30 - 10.00					A	13.9	24	1232	1907	315	241	85	932	205	433	468	464	399	743	188	376	367	406	314	113	55	120	78				
10.00 - 10.30					A	13.7	25	1214	1885	330	256	77	939	220	450	484	452	394	732	202	377	371	387	292	102	49^	112	74				
10.30 - 11.00					A	13.5	24	1196	1886	345	258	64	936	220	436	475	455	395	740	184	362	361	401	307	101	50^	110	76				
CRIME STORY TUE 10.00P 60 NBC 197 99 OP 14					A	12.5	22	1108	1643	247	176	64	777	165	359	378	417	354	675	175	358	360	369	268	104	43^	88	38^				
					B	12.1	21	1068	1643	272	206	68	779	190	403	397	410	315	672	184	378	361	373	237	111	55	82	42				
					C	12.0	21	1066	1602	278	203	58	755	186	382	384	390	310	667	197	381	364	362	234	96	45	84	47				
					A	12.6	21	1116	1650	257	184	64	789	172	374	382	425	352	664	167	344	348	368	270	109	46^	88	40^				
DALLAS FRI 9.00P 60 CBS 209 99 GD 16					A	17.2	28	1524	1624	355	253	26^	974	228	441	447	439	455	484	138	233	229	217	213	59	28^	106	67				
					B	17.2	28	1524	1658	335	246	44	965	223	431	446	431	456	513	142	252	244	234	226	68	31	112	76				
					C	17.0	29	1505	1655	326	237	71	966	231	437	453	423	457	496	126	242	247	234	218	58	33	136	93				
					A	16.6	28	1471	1633	354	253	28^	969	228	437	445	434	453	490	140	235	229	219	215	60	28^	114	75				
DESIGNING WOMEN MON 9.30P 30 CBS 206 98 CS 16					A	17.8	29	1577	1615	356	254	24^	979	228	444	449	444	456	479	136	231	229	214	211	58	28^	99	60				
					A	17.4	26	1542	1585	347	276	93	811	286	481	452	364	283	561	198	359	350	276	167	97	59	116	68				
					B	16.0	24	1420	1604	363	300	93	843	326	514	461	351	285	536	205	350	336	252	155	99	48	126	75				
					C	16.1	24	1423	1552	373	297	102	849	312	506	469	365	292	494	188	314	298	228	152	96	57	113	71				
DISNEY SUNDAY MOVIE SUN 7.00P 120 ABC 212 99 FF 18					A	11.1	17	983	2224	304	271	104	705	303	552	504	358	116	767	333	617	590	409	94	211	79	541	332				
					B	12.1	18	1071	2161	283	253	104	700	308	532	474	327	136	682	298	546	516	349	93	209	102	570	355				
					C	11.1	17	985	2057	280	239	106	721	292	495	445	327	192	607	250	448	416	301	123	206	100	522	328				
EARTH-STAR VOYAGER, PT 2 7.00 - 7.30					A	10.2	16	904	2201	303	261	106	667	274	494	468	343	126	786	317	630	599	439	101	190	79	558	327				
					A	10.7	16	948	2226	308	281	108	697	308	547	497	350	112	765	326	613	582	414	98	204	85	561	347				
					A	11.4	16	1010	2260	299	270	107	729	311	576	521	374	119	758	339	613	587	397	92	226	80	546	338				
					A	12.3	18	1090	2172	301	269	95	711	311	572	517	358	106	747	342	604	584	383	87	218	71	495	313				

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DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. 0.000	TOTAL WORKING				W O M E N					M E N					TEEN		CHILDREN						
									PERS	WOMEN	18-49	18-49	18-	18-	25-	35-	18-	18-	25-	35-	18-	18-	10-12	12-17	10-12	12-17					
		#STNS	CVG%	TYPE					(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11			
EVENING CONT'D																															
DOLLY SAT	8.00P 209	60 98	ABC GV	2 2	A	11.6	20	1028	1772	317	227	79	855	208	399	418	398	374	667	196	367	386	335	229	46^	17^	204	140			
					B	11.5	19	1014	1807	286	207	81	860	209	407	423	403	374	644	172	346	356	330	248	72	36^	232	150			
					C	11.5	19	1014	1807	286	207	81	860	209	407	423	403	374	644	172	346	356	330	248	72	36^	232	150			
					A	11.5	20	1019	1758	307	223	77	841	195	390	407	393	375	660	204	367	378	319	231	41^	14^	215	148			
DUET SUN	8.30 - 9.00				A	11.7	20	1037	1786	327	232	82	868	220	407	430	403	374	674	188	368	394	352	228	51^	19^	193	132			
					A	4.2	6	372	1554	337	251	99^	657	343	479	470	278	124^	555	379	470	354	158^	58^	173	42^	168^	109^			
					B	2.9	4	259	1601	351	302	98^	709	394	553	465	262	133	600	367	494	357	200	75^	173	92^	120	74^			
					C	2.8	4	249	1687	345	310	85^	672	380	541	430	247	109	634	359	529	412	241	80^	215	127	167	107			
DYNASTY WED	10.00P 217	60 99	ABC GD	4 15	A	16.4	28	1453	1528	340	283	111	878	311	530	467	370	309	462	212	309	237	174	133	95	53	92	48			
					B	14.5	25	1282	1590	348	286	94	887	313	512	445	367	333	468	203	292	231	183	152	112	70	122	69			
					C	14.5	25	1287	1566	346	281	91	884	298	496	446	369	342	458	183	279	247	194	146	104	64	121	76			
					A	16.2	27	1435	1536	336	282	114	878	315	531	466	367	308	465	216	315	237	172	134	99	55	94	48			
EQUALIZER WED	10.30 - 11.00				A	16.6	30	1471	1520	343	284	108	878	308	528	468	372	310	458	208	303	236	176	131	92	51	91	49			
					A	13.9	24	1232	1508	267	197	79	756	218	424	373	385	302	615	184	363	335	309	221	72	27^	66	49^			
					B	12.2	20	1083	1573	278	203	67	758	214	410	374	375	309	664	175	366	341	354	252	77	33	74	36			
					C	12.8	22	1135	1582	271	185	66	748	197	392	384	387	304	672	191	373	362	357	247	86	36	77	39			
FACTS OF LIFE SAT	10.00 - 10.30 201	30 98	NBC CS	4 15	A	14.0	23	1240	1519	274	201	77	761	219	427	380	390	301	609	185	363	339	306	212	76	26^	73	53			
					A	13.7	25	1214	1509	262	194	82	756	218	423	369	382	305	626	184	365	335	314	232	67	27^	59	44^			
					B	15.2	25	1345	1777	310	258	91	831	282	451	383	308	337	490	181	299	262	207	162	183	111	272	185			
					C	15.0	27	1325	1740	308	245	77	845	264	436	386	323	363	463	162	265	239	196	167	167	108	264	173			
FALCON CREST FRI	10.00P 209	60 99	CBS GD	3 15	A	15.0	27	1329	1599	349	268	31^	973	247	470	461	450	436	441	140	224	206	199	188	72	37^	113	73			
					B	14.8	26	1314	1599	323	247	47	954	247	447	437	424	441	468	135	234	223	219	204	70	44	108	73			
					C	14.6	26	1291	1594	326	243	66	949	232	442	446	425	442	457	121	221	223	215	205	66	42	122	86			
					A	15.3	26	1356	1596	345	259	26^	969	241	462	459	451	436	435	137	218	200	198	189	69	37^	124	78			
FAMILY TIES SUN	10.30 - 11.00				A	14.8	27	1311	1590	351	275	36^	970	252	476	460	447	434	445	142	229	212	198	186	74	38^	101	68			
					A	17.5	25	1551	1841	409	336	99	860	342	548	498	376	256	627	280	427	370	271	151	142	84	212	139			
					B	19.8	28	1752	1886	396	328	105	838	367	573	493	343	216	609	279	433	393	267	128	182	103	257	171			
					C	19.9	30	1762	1916	384	331	102	799	371	572	484	322	183	597	291	446	385	253	107	216	117	304	206			
48 HOURS TUE	8.00P 209	60 99	CBS DN	1 1	A	12.1	18	1072	1596	275	211	85	810	225	434	432	387	307	590	192	344	339	275	203	64	20^	132	86			
					B	12.1	18	1072	1596	275	211	85	810	225	434	432	387	307	590	192	344	339	275	203	64	20^	132	86			
					C	12.1	18	1072	1596	275	211	85	810	225	434	432	387	307	590	192	344	339	275	203	64	20^	132	86			
					A	12.2	18	1081	1574	269	207	83	797	212	423	421	382	307	587	184	330	325	272	213	61	20^	129	82			
HOSPITAL MON	8.30 - 9.00				A	12.0	17	1063	1618	282	216	88	823	238	446	444	391	307	593	201	359	354	278	193	67	20^	135	90			
					A	12.5	18	1108	1574	339	265	58	860	232	420	413	373	397	542	202	310	285	222	211	63	34^	109	62			
					B	12.4	18	1101	1563	348	272	65	857	236	425	413	388	384	523	173	286	287	239	203	66	35	116	64			
					CONT'D																										

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										PERS (2+)	WOMEN 18+	18-49 49	18-49 W/CH <3	18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
EVENING CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18 24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		O U T O F			
									PERS (2+)	18+ 18+	49 49	LOH 18-49 W/CH	TOTAL	34 34	49 49	54 54	35- 35+	TOTAL	34 34	49 49	54 54	64 64	55+ 55+	TOT. 12-17	FEM. 12-17	TOT. 18-24	FEM. 18-24	
#STNS	CVG%	TYPE																										
EVENING CONT'D																												
20/20					A	11.3	20	1001	1585	312	241	59^	759	206	427	432	393	271	671	213	384	391	328	230	44^	17^	111	72
FRI	10.00P	60	ABC	4	B	13.6	23	1201	1638	336	259	77	802	242	468	473	409	262	642	207	384	391	318	200	88	44	106	71
	218	99	DN	19	C	12.8	24	1137	1613	302	226	87	800	240	443	436	390	292	623	196	368	374	302	201	88	43	102	64
	10.00 - 10.30				A	11.7	20	1037	1600	317	243	66	770	214	432	441	394	28	661	222	387	390	309	221	57^	24^	113	75
	10.30 - 11.00				A	10.9	20	966	1589	307	240	52^	747	198	422	424	392	271	682	203	380	393	349	239	31^	10^	109	70
21 JUMP STREET(R)					A	5.7	9	505	1740	347	295	41^	655	298	506	436	315	114^	539	335	465	338	193	45^	249	95^	297	230
SUN	7.00P	60	FOX	4	B	5.1	8	450	1747	367	323	76	731	374	572	438	291	130	528	325	454	313	179	61^	245	121	243	175
	118	86	OP	19	C	5.4	9	476	1764	362	318	73	702	340	536	425	303	126	553	312	442	335	207	85	275	148	234	151
	7.00 - 7.30				A	5.5	9	487	1756	364	314	41^	661	286	508	440	328	117^	556	329	475	358	213	50^	239	80^	300	229
	7.30 - 8.00				A	5.8	9	514	1756	337	281	41^	660	315	512	440	308	110^	554	347	464	326	178	42^	263	111^	300	235
227					A	15.8	27	1400	1714	276	226	83	827	271	411	364	296	369	499	163	257	238	180	167	158	93	271	177
SAT	8.30P	30	NBC	4	B	17.5	29	1546	1775	312	256	82	857	274	445	391	325	368	499	191	309	275	200	162	167	100	252	175
	199	97	CS	16	C	17.0	30	1503	1747	314	247	67	876	256	431	391	348	398	471	159	264	243	199	177	155	96	246	165
VALERIE'S FAMILY					A	18.4	27	1630	1988	352	296	105	846	367	578	495	338	212	478	231	365	309	199	83	252	145	412	283
MON	8.30P	30	NBC	4	B	18.5	27	1639	1972	355	299	94	847	349	571	491	358	226	476	213	345	290	210	107	247	123	402	267
	203	99	CS	13	C	17.6	26	1557	1892	334	287	101	768	335	536	459	312	189	461	218	349	296	197	92	257	130	406	271
NEED FOR					A	3.8	5	337	1755	317	268	92^	652	346	484	411	241	143^	564	353	502	420	194	33^	203	77^	336	270
SUN	8.00P	30	FOX	4	B	4.1	6	359	2014	337	314	116	737	416	570	411	241	143^	659	393	581	459	234	55^	248	122	371	272
	117	85	SM	14	C	4.1	6	361	2017	336	299	92	710	388	570	411	241	143^	674	386	570	463	258	74	271	123	362	235
WHO'S THE BOSS?					A	22.1	32	1958	1840	344	298	114	782	348	546	477	313	203	478	227	351	308	207	94	227	130	353	239
TUE	8.00P	30	ABC	4	B	21.3	32	1885	1837	353	299	115	803	356	547	411	241	143^	503	233	362	320	215	109	214	112	318	215
	221	99	CS	17	C	21.5	33	1904	1774	348	295	102	777	341	521	441	241	143^	481	225	341	295	202	106	213	117	303	206
WITSEGU					A	12.7	22	1125	1554	318	234	80	734	220	404	399	363	281	684	231	425	412	343	220	88	38^	47^	24^
MON	10.00P	60	ABC	4	B	12.0	20	1063	1576	339	280	80	773	265	479	438	362	281	642	232	423	416	321	176	92	28^	69	43
	209	99	CS	17	C	12.0	20	1063	1576	339	280	80	773	265	479	438	362	281	642	232	423	416	321	176	92	28^	69	43
	10.00 - 10.30				A	13.0	21	1152	1564	334	248	83	752	231	416	399	360	281	669	228	415	401	331	216	88	42^	54^	28^
	10.30 - 11.00				A	12.3	22	1090	1555	305	222	77	721	210	395	403	369	276	705	236	439	426	359	227	89	34^	40^	19^
WOMEN IN PRISON					A	2.3	4	204	2016	294^	257^	69^	590	239^	482	406	312	96^	521	377	470	323	129^	35^	346	151^	560	444
SAT	11.00P	30	ABC	4	B	2.2	4	197	1791	282	254	63^	559	246	424	365	264	109^	529	304	425	338	179	67^	265	165	438	318
	11.00 - 11.30				C	2.5	4	220	1672	285	234	68^	586	231	393	357	296	151	538	250	383	325	213	124	221	129	327	229

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18 24, 1988

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN 18-49		W O M E N					M L N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
											18-49	18-34	18-49	25-34	35-54	18-34	18-49	25-34	35-54	TOTAL	12-17	FEM. 12-17	TOT. 12-17	2-6	6-11	11-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN			W O M E N					M E N								
	#STNS	CVG%	TYPE							18	25-	15-	18	21-	21-	25	15-	18	18-	21-	21-	25				
										18+	49	54	24	TOTAL	34	49	54	24	TOTAL	34	49	54	24			
LATE FRINGE																										
ABC NEWS:NIGHTLINE																										
MON-FRI	11.30P	31	ABC	18	A	5.5	16	486	1392	230	172	180	69	712	193	384	440	414	377	61^	574	189	338	313	369	345
	211	99	N	65	B	5.4	15	480	1405	253	191	200	73	719	190	378	374	414	374	68	574	198	330	304	367	339
	11.30 - 12.00				C	5.4	16	475	1414	251	182	190	69	719	182	357	376	398	360	63	587	176	318	296	356	328
	12.00 - 12.30				A	5.5	16	489	1390	229	172	180	69	710	193	384	374	414	376	60^	573	187	337	313	369	345
					A	4.6	16	409	1368	233	173	171	70^	705	190	374	376	391	354	72^	554	203	339	302	343	322
ABC WEEKEND REPORT-SAT.																										
SAT	11.30P	15	ABC	4	A	2.3	9	204	1334	322	234^	215^	103^	687	168^	355	347	405	363	33^	426	183^	256^	256^	285^	261^
	121	65	N	17	B	2.1	7	188	1496	339	247	243	87^	748	201	412	377	437	390	77^	497	211	329	326	380	315
					C	2.0	6	180	1414	306	244	228	87^	715	197	382	377	405	364	67^	535	176	303	284	346	310
ABC WEEKEND REPORT-SUN.																										
SUN	11.30P	15	ABC	4	A	2.1	8	186	1368	256^	228^	213^	92^	547	166^	318^	318^	387	321^	115^	629	224^	332^	282^	387	360
	146	80	N	17	B	2.1	7	184	1506	258	201	192	80^	654	191	341	334	394	338	83^	592	231	404	374	438	416
					C	2.1	8	184	1404	248	203	201	59^	658	170	343	332	395	358	58^	590	189	375	359	419	400
CBS LATE NIGHT I																										
MON-THU	11.30P	66	CBS	14	A	4.0	16	350	1414	300	226	228	98	784	220	447	405	457	417	55^	543	172	346	330	377	344
	175	83	FF	69	B	4.0	15	359	1452	300	234	236	96	767	232	427	385	443	407	97	540	189	354	335	387	331
	11.30 - 12.00				C	3.7	15	332	1384	278	207	222	83	757	211	395	365	423	386	68^	520	178	316	300	352	314
	12.00 - 12.30				A	4.2	15	370	1395	300	225	222	104	790	245	455	410	468	425	50^	519	166	322	306	352	324
					A	3.8	18	337	1421	298	223	231	92	773	196	438	399	445	408	56^	559	176	360	345	393	358
CBS LATE NIGHT II																										
MON	12.36A	50	CBS	18	A	2.4	14	214	1430	312	240	228	114^	725	221	451	406	445	398	118^	579	230	402	384	440	356
	172	83	FF	86	B	2.5	13	218	1411	292	232	218	101^	718	237	436	398	439	393	116^	561	225	389	369	415	338
	12.36A	40			C	2.3	14	207	1348	298	229	236	95^	721	231	423	390	442	400	86^	506	211	349	329	377	323
TUE	12.36A	40																								
WED	12.36A	46																								
THU	12.36A	49																								
FRI	12.30A	59																								
	12.30 - 1.00				A	2.6	14	233	1409	306	237	231	105^	720	214	441	399	435	392	98^	568	212	385	366	423	357
	1.00 - 1.30				A	2.2	15	199	1416	309	236	219	122^	709	225	452	403	446	395	140^	575	247	411	396	449	344
CBS NEWS NIGHTWATCH 1																										
M-THSU	2.00A	30	CBS	19	A	0.9	9	76	1415	289^	198^	200^	83^	686	248^	381^	351^	405^	363^	101^	615	296^	411^	358^	440	431^
	51	52	N	79	B	0.9	9	79	1352	273^	190^	204^	92^	691	268^	406	374	426	378	97^	544	231^	358	321^	412	385
					C	0.9	9	77	1262	278^	205^	203^	77^	698	250^	391	359	413	380	76^	469	201^	329^	300^	340	308^
CBS NEWS NIGHTWATCH 2																										
M-THSU	2.40A	30	CBS	19	A	1.0	12	89	1331	291^	171^	178^	96^	662	249^	384	336^	388	349^	81^	577	252^	372^	348^	434	403
	64	61	N	79	B	0.9	10	78	1301	321^	197^	222^	78^	684	255^	397	368	431	391	91^	507	213^	323^	296^	389	357
					C	0.9	11	76	1239	315^	214^	214^	74^	692	246^	392	362	422	388	71^	461	202^	321^	298^	338	302^
CBS NEWS NIGHTWATCH 3																										
M-THSU	3.00A	180	CBS	19	A	0.8	15	74	1172	285^	168^	169^	62^	678	154^	315^	278^	346^	322^	70^	434^	156^	256^	233^	292^	267^
	102	82	N	79	B	0.8	14	69	1135	298^	180^	192^	49^	702	171^	334^	312^	385	358^	63^	394	144^	226^	211^	273^	238^
	3.00 - 3.30				C	0.8	16	72	1134	301^	175^	196^	59^	699	180^	307^	283^	373	345^	53^	368	141^	229^	219^	244^	207^
	3.30 - 4.00				A	1.0	14	87	1364	289^	185^	201^	88^	738	214^	400	339^	395	374^	86^	541	225^	345^	312^	403	374^
	CONT'D				A		15	80	1272	286^	182^	190^	67^	694	170^	349^	304^	383^	361^	81^	528	196^	311^	276^	373^	346^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

[illegible]

A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN 18 1968

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N															
								TOTAL PERS	18+		18-24	25+	15-17	18-24	25-34	35-44	45-54	55-64	15	18-24	25-34	35-44	45-54		55-64								
LATE FRINGE CONT'D																																	
OLYMPIC DIARY-THU 1-CONT'D																																	
THU	11.55P	1	ABC	3	B	4.1	13	360			1296	197	138	140	69^	627	135	327	301	346	315	74^	558	212	356	324	366	343	28^	13v			
	213	99	SC	18	C	4.0	14	353			1382	249	178	179	63^	680	166	333	312	367	334	67^	614	198	341	314	369	342	22^	16v			
OLYMPIC DIARY-FRI 1																																	
FRI	11.56P	1	ABC	4	A	5.1	14	452			1433	236	192	200	54^	725	174	415	406	458	414	91^	606	178	342	302	371	338	36v	12v			
	205	97	SC	19	B	4.6	12	410			1429	267	207	228	43^	721	182	388	383	448	410	58^	599	186	338	312	393	371	28^	19^			
					C	4.7	14	414			1419	240	164	182	55^	705	173	336	321	389	354	50^	609	157	320	304	376	353	26^	21^			
SATURDAY NIGHT																																	
SAT	11.30P	82	NBC	2	A	9.5	27	842			1588	307	243	222	131	709	353	520	475	520	459	157	668	337	546	492	544	479	66^	58^			
	195	98	GV	12	B	8.9	25	785			1631	319	269	242	142	712	336	523	480	519	453	165	690	355	553	493	546	478	75	68			
	11.30	12.00			C	8.3	25	732			1605	315	269	240	146	683	326	497	454	492	431	160	627	327	501	450	491	432	98	88			
	12.00	12.30			A	11.2	28	992			1620	301	235	228	120	709	336	496	460	507	450	170	669	339	543	498	550	465	69	62^			
	12.30	1.00			A	9.2	27	815			1545	309	244	218	127	706	357	529	484	530	467	145	651	321	526	471	523	473	66^	53^			
					A	7.6	26	673			1592	314	258	214	161	712	378	554	488	530	463	151	693	358	584	513	564	514	59^	56^			
TONIGHT SHOW																																	
MON FRI	11.30P	60	NBC	19	A	6.5	21	572			1433	278	205	212	75	747	217	409	391	448	411	91	553	204	333	308	354	309	39^	34^			
	202	99	GV	81	B	6.8	22	605			1460	287	226	214	95	764	239	437	396	448	414	100	549	219	351	319	358	312	42^	43			
	11.30	12.00			C	6.3	21	559			1425	286	226	217	94	752	237	424	391	442	402	95	545	212	354	326	362	315	35^	37^			
					A	7.1	21	627			1451	285	211	218	78	757	218	412	395	454	415	85	558	200	329	308	357	313	38^	38^			
12.00 - 12.30																																	
					A	5.9	22	521			1402	268	196	204	70	730	216	402	383	438	404	97	543	208	335	306	349	301	41^	29^			
TOP OF THE POPS																																	
FRI	11.30P	60	CBS	4	A	2.1	7	186			1608	313^	298^	276^	195^	721	333^	580	489	498	426	203^	617	339^	517	470	505	410	102^	48v			
	160	80	GV	18	B	2.5	7	224			1689	346	305	258	186	789	364	584	506	529	455	189	614	306	464	419	452	358	83^	69^			
	11.30	12.00			C	2.4	8	209			1537	324	273	259	162	754	307	506	453	502	440	127	537	259	403	373	406	334	54^	72^			
	12.00	12.30			A	2.4	7	213			1642	309	283^	271^	185^	754	331	569	488	502	424	184^	633	333	505	440	473	404	99^	50v			
					A	1.8	6	159			1563	318^	317^	284^	208^	676	337^	594	491	492	429	229^	597	347^	532	510	547	419	107^	46v			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO OF T/C		AVG AUD %	SH %	AVG. AUD. 0,000	LOH		WORKING		W O M E N					M E N					TEEN S		CHILDREN			
									18-49	WOMEN	18	18	25	35	5+	18	18	25	35	5+	MALE	FEM.	MALE	FEM.	TOTAL			
#STNS	CVG%	TYPE						W/CH	18	18	25	35	5+	TOTAL	34	49	54	64	5+	12	12	2	2	6				
MON-FRI EARLY MORNING									67	18	49																	
ABC WORLD NEWS-MORN-615A					A	1.3	14	119	76^	249^	171^	599	147^	373	380	361	170^	150^	339	379	307	110^	25^	30^	<<	35^	<<	
MON-FRI 6.15A					B	1.2	13	109	75^	250^	174^	625	152^	375	378	385	201^	153^	344	365	300	122^	24^	30^	11^	21^	<<	
142					C	1.3	15	118	67^	258	206^	613	163^	366	370	350	204^	148^	313	338	300	152^	19^	25^	11^	16^	11^	
ABC WORLD NEWS-MORN-645A					A	2.0	15	179	76^	273	207^	626	223	405	416	284	174^	133^	301	328	263	117^	51^	37^	6^	13^	17^	
MON-FRI 6.45A					B	1.9	15	171	58^	273	198	623	196	380	395	326	189	155	311	329	273	139^	49^	36^	17^	16^	22^	
184					C	2.1	16	189	63^	270	210	616	163	378	392	339	189	134^	262	289	282	164	38^	33^	23^	21^	28^	
BEFORE HOURS					A	1.0	13	89	27^	364^	336^	632	186^	397	358^	332^	215^	218^	329^	261^	153^	166^	31^	19^	<<	<<	<<	
MON-FRI 6.15A					B	0.8	11	75	65^	346	302^	636	167^	380	350	351	232^	233^	328	284^	143^	104^	41^	26^	12^	<<	<<	
145					C	0.7	10	64	71^	321^	285^	624	167^	387^	375^	319^	208^	204^	269^	244^	128^	125^	20^	28^	<<	<<	18^	
CBS MORNING NEWS-6:30AM					A	1.2	12	106	109^	262^	177^	593	196^	354	366	302^	181^	116^	233^	256^	236^	130^	21^	7^	49^	<<	35^	
MON-FRI 6.30A					B	1.3	13	112	76^	266	185^	617	169^	374	400	357	185^	104^	212^	232	247	188^	32^	15^	31^	9^	34^	
151					C	1.2	12	105	53^	276	149^	617	136^	283	321	346	264	101^	178^	182^	208^	188^	18^	15^	35^	17^	34^	
CBS THIS MORNING-1					A	2.1	10	184	33^	193	155^	631	116^	267	283	287	321	95^	209	226	202	217	18^	12^	43^	23^	60^	
MON-FRI 7.30A					B	2.2	12	197	42^	196	153	659	130	292	301	312	330	85^	206	227	229	221	23^	9^	33^	23^	44^	
201					C	2.1	11	188	48^	182	127^	650	122^	260	273	291	349	81^	197	204	213	219	23^	8^	28^	20^	34^	
CBS THIS MORNING 2					A	2.6	11	230	61^	181	126^	778	123^	274	298	342	451	51^	107^	125^	123^	237	6^	15^	32^	13^	36^	
MON-FRI 8.30A					B	2.7	11	237	41^	169	107^	711	126	259	271	440	47^	107^	155	169	186	236	10^	8^	24^	15^	25^	
201					C	2.5	11	224	41^	155	93^	716	135	246	263	309	47^	107^	151	155	170	232	10^	7^	30^	17^	30^	
GOOD MORNING, AMERICA-730					A	4.0	20	356	63^	227	149	700	157	356	373	364	241	107^	175	203	219	178	15^	8^	25^	29^	37^	
MON-FRI 7.30A					B	3.8	20	339	55^	246	170	708	163	376	389	380	240	107^	199	226	235	191	12^	8^	26^	28^	34^	
215					C	4.2	21	373	59^	244	184	709	155	371	391	374	240	107^	196	214	224	196	16^	7^	23^	23^	27^	
GOOD MORNING, AMERICA 830					A	4.3	18	379	56^	198	146	741	162	344	360	387	348	107^	136	168	229	194	8^	7^	24^	26^	29^	
MON-FRI 8.30A					B	4.4	18	387	66^	208	150	744	155	346	366	402	350	107^	152	190	227	185	10^	8^	30^	27^	27^	
213					C	4.5	20	395	71	206	158	761	151	353	371	397	352	107^	149	168	200	189	10^	7^	24^	24^	21^	
NBC NEWS AT SUNRISE					A	2.1	21	188	67^	336	285	657	164^	384	398	375	211	107^	219	260	298	270	17^	14^	5^	6^	<<	
MON-FRI 6.00A					B	2.0	20	173	75^	345	293	656	168	409	408	380	202	107^	200	274	249	213	28^	18^	10^	8^	10^	
197					C	1.9	20	171	71^	325	274	645	157	391	407	361	205	107^	204	240	239	219	20^	37^	14^	11^	20^	
TODAY SHOW 7:30AM					A	4.7	23	416	41^	233	154	653	122	304	325	354	301	107^	187	191	213	238	20^	11^	15^	12^	23^	
MON-FRI 7.30A					B	4.6	24	408	40^	226	161	661	108	308	333	368	305	107^	208	227	235	242	232	19^	12^	19^	16^	27^
205					C	4.5	23	399	55^	221	162	673	130	322	345	356	306	107^	232	232	232	233	17^	13^	23^	19^	29^	
TODAY SHOW 8:00AM					A	5.2	22	461	33^	166	126	724	139	310	324	359	372	107^	170	161	168	224	11^	8^	11^	19^	14^	
MON-FRI 8.00A					B	5.3	22	470	40^	166	128	717	113	301	318	363	378	107^	183	185	199	229	14^	8^	16^	20^	17^	
205					C	4.7	22	420	64	164	130	718	125	316	335	366	365	107^	200	197	204	218	12^	9^	18^	18^	16^	

JAN 18 21 1973

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN 18 '11

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORY																					
									LOH WORKING		WOMEN										MEN		TEENS			CHILD				
									18-49	WOMEN	15-					18-					TOTAL		MALE FEM. TOT.			MALE FEM. TOT.				
DAY	TIME	DUR	NET	NO OF		AVG. AUD.	SH %	AVG. AUD. 0,000	W/CH	18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	12	12-	12-	12-	12-	12-	12-	12-	12-	12-		
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	17	17	17			
MONDAY-FRIDAY DAYTIME CONT'D																														
DAYS OF OUR LIVES CONT'D																														
1.30 - 2.00						A	8.3	25	734	97	206	172	196	881	327	518	376	441	359	298	266	95	25	77	64	40	48	49	39	
GENERAL HOSPITAL						A	8.8	26	783	146	234	197	179	870	400	572	430	476	318	252	224	72	27	63	52	40	46	55	31	
MON-FRI 3.00P 60 ABC 19						B	8.5	25	750	139	246	210	170	864	378	565	429	475	337	253	249	88	23	71	53	44	55	57	42	
218 99 DD 83						C	7.9	26	704	129	240	203	171	875	366	547	414	460	335	282	239	90	23	61	44	47	50	60	37	
3.00 - 3.30						A	8.7	27	774	147	231	196	178	875	406	576	433	478	319	254	218	72	24	62	50	36	45	55	26	
3.30 - 4.00						A	8.9	26	789	146	238	200	180	868	397	570	428	476	320	250	231	72	30	64	54	44	47	56	37	
GUIDING LIGHT						A	6.4	19	569	87	223	155	116	919	261	475	387	446	393	384	286	115	33	40	46	41	40	32	49	
MON-FRI 3.00P 60 CBS 18						B	6.8	20	603	78	222	161	133	918	265	472	370	423	399	392	295	112	27	55	48	38	55	38	55	
207 99 DD 85						C	6.0	20	528	82	189	128	118	896	236	431	338	395	398	408	266	116	16	40	34	34	49	40	43	
3.00 - 3.30						A	6.4	20	569	86	211	145	111	915	257	471	386	442	389	389	290	115	28	36	43	45	39	32	53	
3.30 - 4.00						A	6.4	19	569	88	235	164	121	922	264	479	388	451	398	380	281	115	37	44	50	36	41	32	45	
HOME						A	2.9	11	260	169	248	213	92	845	320	576	499	540	397	228	251	72	19	28	26	36	70	79	28	
MON-FRI 11.30A 30 ABC 5						B	2.9	11	260	169	248	213	92	845	320	576	499	540	397	228	251	72	19	28	26	36	70	79	28	
172 86 IA 5						C	2.9	11	260	169	248	213	92	845	320	576	499	540	397	228	251	72	19	28	26	36	70	79	28	
LOVING						A	4.7	15	420	142	256	231	150	845	411	583	446	493	332	215	244	61	12	42	23	47	52	59	39	

MON-FRI 12.30P 30 ABC 19					B	4.7	14	415		140	258	229	147	819	376	565	449	491	329	211	260	66	28	59	45	61	68	72	57
174 88 DD 83					C	4.3	15	381		147	243	220	147	840	385	573	446	484	328	229	247	67	21	40	32	79	54	90	43
NBC NEWS DIGEST-DAYTIME					A	5.6	17	493		73	205	170	173	851	274	466	351	410	391	326	313	105	31	104	64	42	33	48	26
MWF 2.57P 1 NBC 11					B	5.2	16	462		77	203	175	149	829	257	443	342	392	357	336	311	108	37	104	62	42	46	49	40
192 95 N 50					C	4.7	16	417		70	200	174	146	823	243	441	337	393	366	326	312	106	31	86	59	29	41	38	32
NEW CARD SHARKS					A	3.1	12	276		102	151	102	83	747	208	372	303	360	350	317	415	249	38	24	23	99	64	80	83
MON-FRI 10.30A 30 CBS 19					B	3.5	13	310		65	175	131	68	709	183	347	289	327	343	325	445	237	34	34	18	106	88	97	97
159 76 QP 85					C	3.3	14	288		84	145	104	63	703	193	335	280	341	329	308	447	253	24	25	17	81	69	92	58
NEWSBREAK-11.57					A	6.1	21	544		78	165	118	74	725	197	318	250	302	292	354	459	219	35	20	19	73	56	73	56
MON-FRI 11.57A 2 CBS 19					B	6.3	21	556		68	196	146	84	739	195	337	265	316	325	351	451	209	30	31	22	76	73	75	74
177 83 N 84					C	5.4	21	474		63	177	129	77	752	186	327	258	310	312	373	423	210	21	22	17	56	59	69	45
NEWSBREAK-3.44					A	5.4	16	475		87	231	168	99	928	254	466	390	445	397	407	271	104	37	37	38	40	43	33	50
MON&FRI 3.43P 1 CBS 18					B	5.8	17	512		78	229	172	126	924	268	462	361	411	391	412	287	106	24	53	39	39	64	43	60
192 92 N 85					C	5.1	17	456		79	187	134	110	889	230	406	316	371	385	428	259	112	17	39	29	33	51	39	45
TUE 3.41P 1																													
WED 3.44P 1																													
THU 3.40P 1																													
ONE LIFE TO LIVE					A	8.3	25	737		164	228	201	148	876	409	589	463	508	341	242	213	73	15	41	28	44	49	59	34
MON-FRI 2.00P 60 ABC 19					B	8.2	25	725		154	231	204	160	853	379	581	453	500	355	225	248	93	16	61	42	46	66	68	44
217 99 DD 81					C	7.8	26	689		143	228	199	159	871	372	566	431	480	355	257	243	95	15	45	33	51	56	71	46
2.00 - 2.30					A	8.2	25	730		162	231	205	141	871	412	589	466	512	335	236	226	75	13	37	23	49	47	60	46
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN 18 1991

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
						AVG. AUD.	SH %	AVG. 0,000	LOH WORKING		WOMEN						MEN		TEENS			CHILDREN						
DAY	TIME	DUR	NET	NO OF T/C				18-49	WOMEN	15	18	25	35	55+	TOTAL	55+	MALE	FEM.	TOT.	MALE	FEM.	TOT.	101					
	#STNS	CVG%	TYPE			%	%	W/CH	18-49								12-	12-	15-	2-	2-	2-	6					
								<3	18+	49	24	15	18	25	35	55+	17	17	17	11	11	5	11					
MONDAY-FRIDAY DAYTIME CONT'D																												
LIFE TO LIVE-CONT'D 2.30 - 3.00					A	8.4	25	744	166	225	197	155	88	11	589	459	504	346	248	201	71	16^	44^	33^	39^	52	58	32^
PRICE IS RIGHT 1 MON-FRI 11.00A					A	5.4	20	478	84	160	104	73	34	11	307	241	282	312	387	460	252	21^	11^	20^	61^	69^	78	51^
208 97 AP 85					B	5.7	21	505	64	181	125	70	37	13	316	256	292	331	375	459	236	29^	26^	23^	85	83	84	84
					C	5.2	22	463	70	159	104	77	730	11	311	242	286	302	375	443	233	20^	21^	18^	73	69	82	59
PRICE IS RIGHT 2 MON-FRI 11.30A					A	7.1	26	631	74	158	107	75	733	17	304	237	276	279	390	464	244	34^	18^	24^	69	65	75	59
208 97 AP 86					B	7.5	26	662	59	174	124	76	736	10	312	247	289	311	382	460	234	31^	29^	24^	79	77	78	78
					C	6.6	27	586	58	161	110	76	736	14	304	236	282	295	387	448	237	20^	21^	17^	67	62	77	52
RYAN'S HOPE MON-FRI 12.00N					A	3.2	11	284	149	280	245	148	826	404	579	467	509	333	205	241	43^	25^	70^	48^	64^	74^	73^	65^
162 80 DD 83					B	3.4	11	300	137	274	233	146	794	378	573	470	507	339	183	251	47^	28^	81^	51^	82^	88	90	80^
					C	3.1	12	278	138	255	232	139	823	398	588	476	518	329	193	259	50^	24^	57^	38^	93	61^	100	54^
SALE OF THE CENTURY MON-FRI 10.00A					A	3.6	14	315	39^	171	120	47^	760	152	301	263	334	324	388	426	228	13^	13^	17^	47^	70^	57^	60^
143 74 QG 81					B	3.5	13	310	55^	179	131	43^	166	148	313	276	341	326	389	448	215	24^	24^	20^	49^	52^	55^	47^
					C	3.0	13	267	68^	143	111	54^	779	159	333	289	333	308	401	418	209	18^	22^	19^	47^	53^	62^	38^
SANTA BARBARA TUE-FRI 3.00P					A	5.3	16	470	88	182	145	170	803	259	419	308	370	355	322	299	106	24^	96	68	25^	41^	38^	29^
					B	5.3	16	469	91	201	165	171	815	264	432	318	385	350	315	321	114	31^	119	69	40^	50^	50^	39^

	198	98	DD	80	C	5.0	16	442	92	198	164	172	823	266	463	345	419	372	286	288	105	32	112	73	32	50	47	35
3.00 - 3.30					A	5.2	16	463	89	185	151	176	806	262	425	309	368	355	321	304	106	22	92	66	28	42	41	28
3.30 - 4.00					A	5.4	16	476	88	180	139	165	800	25	413	308	372	355	323	295	106	25	100	71	23	41	34	29
SCRABBLE					A	4.6	14	408	52	166	128	95	816	166	336	268	335	335	413	320	169	16	42	33	58	63	63	58
MON-FRI 12.30P	30	NBC	19		B	4.9	14	430	48	160	117	71	784	138	311	256	310	340	419	360	187	22	37	28	58	54	56	55
156	84	QG	96		C	4.0	14	352	6	14	114	74	99	10	324	263	310	309	429	367	191	23	26	26	44	51	54	41
SOAP OPERA AWARDS(S)					A	1.4	27	921	101	209	179	191	836	304	499	370	435	386	321	339	120	43	144	77	45	61	31	75
MON 3.00P 120		NBC																										
197	99	A																										
3.00 - 3.30					A	4.9	25	789	96	210	189	196	895	299	510	372	437	405	320	350	111	24	141	63	51	74	49	77
3.30 - 4.00					A	5.6	25	851	104	209	180	21	843	513	510	353	423	399	319	344	107	36	155	80	54	69	38	85
4.00 - 4.30					A	1.2	29	992	96	189	159	187	845	239	489	367	435	379	328	328	123	48	145	86	47	53	26	75
4.30 - 5.00					A	1.8	28	1045	108	229	191	172	843	308	497	383	448	372	321	340	135	59	139	77	33	52	19	66
SUPER FARMHOUSE					A	2.9	13	346	93	144	105	106	84	96	349	280	321	286	392	309	143	17	50	46	55	66	93	27
MON-FRI 12.00N	30	NBC			B	4.0	13	353	74	127	93	91	84	10	314	246	285	293	414	353	180	21	44	31	62	63	80	45
158	71	A			C	3.3	12	292	78	117	87	84	84	10	313	245	291	291	423	364	188	22	32	25	49	62	68	43
WHEEL OF FORTUNE					A	6.6	24	581	71	170	127	73	84	10	326	263	315	296	417	350	171	11	26	15	42	51	71	32
MON-FRI 11.00A	30	NBC			B	6.7	24	592	69	172	133	70	84	10	328	267	323	324	414	361	178	14	28	16	53	50	63	39
205	80	A			C	5.5	23	488	69	159	113	70	84	10	314	256	318	311	433	379	192	17	24	20	40	50	57	33
WHO'S THE BOSS					A	3.6	14	317	153	282	255	156	84	10	552	443	477	310	163	325	68	42	75	67	111	138	149	106
MON-FRI 11.00A	30	NBC			B	4.2	15	375	116	253	227	152	84	10	512	400	432	289	157	312	59	58	91	66	123	114	114	121

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING		W O M I N							M E N		T E E N S			C H I L D R E N					
									18 49	WOMEN	15-		18	18	25	25	35			MALE	FEM	TOT	MALE	FEM	TOT	TOT.		
									W/CH	18-	15-	18	18	25	25	35			15-	18	18	25	25	35				
#STNS	CVG%	TYPE			%	%		<3	18+	49	24	TOTAL	34	49	64	55+	TOTAL	55+	17	17	17	2	2-	2-	6-			
MONDAY-FRIDAY DAYTIME CONT'D																												
WHO'S THE BOSS? M-F-CONT'D																												
155 79 CS 83 C 3.7 15 327 125 238 214 134 715 323 506 398 428 293 178 295 56^ 44^ 65^ 46^ 115 84 123 76^																												
WIN, LOSE OR DRAW																												
MON-FRI 11.30A 30 NBC 19 A 5.4 19 475 86 222 185 115 787 241 403 316 372 312 327 329 108 23^ 57^ 38^ 76 88 110 53^																												
185 89 QG 96 B 5.2 18 463 89 203 169 105 787 219 396 316 368 332 338 331 123 29^ 59 39^ 68 72 77 62																												
185 89 QG 96 C 4.0 16 350 102 170 138 100 805 230 404 322 383 335 340 321 132 29^ 38^ 32^ 53^ 71^ 75 48^																												
YOUNG AND THE RESTLESS																												
MON-FRI 12.30P 60 CBS 19 A 9.1 29 810 117 215 176 120 881 295 482 380 423 360 356 308 128 22^ 25^ 28^ 60 67 81 46																												
12.30 210 99 DD 86 B 9.3 29 828 102 229 193 149 878 300 491 368 414 371 340 313 123 24^ 39 38 57 76 78 55																												
12.30 1.00 A 8.9 29 790 115 217 178 116 874 288 471 374 419 362 358 318 136 24^ 25^ 29^ 44 63 70 37																												
1.00 - 1.30 A 9.3 29 828 119 214 175 124 889 303 492 386 428 358 354 299 119 21^ 25^ 28^ 54 67 76 44																												

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. PERS. (2+)	WOMEN		MEN		TEEN AGES					CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
										15-18	TOTAL	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	2-5		6-11		12-17		18-24																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
										24	TOTAL	49	24	TOTAL	17	17	17	17	11	11	11	5	11	11	11	8	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKEND DAYTIME CHILDREN CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													</

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PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. PERS. (2+)	WOMEN			MEN			TEEN S				CHILDREN								
										15-24	TOTAL	18-49	15-24	TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.
WEEKEND DAYTIME CHILDREN CONT'D																												
POPEYE & SON-CONT'D																												
SAT	11.00A	30	CBS	4	B	4.3	14	383	1537	109	346	277	91	279	165	83	82	108	57^	747	420	422	425	257	168	228	197	
	192	93	CA	16	C	4.0	14	357	1567	111	348	276	82	249	194	94	100	119	74	776	449	344	432	254	178	237	195	
REAL GHOSTBUSTERS																												
SAT	10.30A	30	ABC	4	A	4.7	15	416	1402	99^	301	219	116^	213	189	92^	110^	80^	699	442	300	399	246	153	239	160		
	210	98	CA	15	B	4.8	16	427	1528	124	355	269	111	238	181	88	100	81	753	464	327	425	275	150	219	207		
					C	4.7	16	416	1540	119	353	291	118	254	238	125	113	147	91	695	408	291	404	250	155	202	203	
SMURFS I																												
SAT	8.30A	30	NBC	4	A	4.2	22	372	1445	71^	355	271	51^	255	107^	69^	38^	72^	35^	728	352	282	446	195	251	263	183	
	206	99	CA	20	B	4.0	22	352	1415	54^	343	283	50^	290	139	85^	54^	98	41^	643	344	42	401	220	181	200	201	
					C	4.1	22	367	1409	74	327	276	51^	223	161	68	74	110	52^	698	377	87	411	226	185	213	198	
SMURFS II																												
SAT	9.00A	30	NBC	4	A	5.5	23	487	1363	82^	382	312	64^	243	135	58^	77^	100^	35^	633	345	245	358	186	172	201	157	
	206	99	CA	20	B	5.2	23	463	1406	86	377	315	65^	274	133	71	62^	91	42^	621	352	248	373	218	155	181	193	
					C	5.3	23	472	1417	97	346	292	68	238	170	84	86	114	56	603	362	301	379	216	163	200	179	
SMURFS III																												
SAT	9.30A	30	NBC	4	A	6.6	23	585	1346	117	399	345	73^	250	152	62^	90^	101^	51^	546	281	265	220	326	174	152	191	135
	206	99	CA	20	B	6.3	24	558	1427	106	380	333	82	258	152	80	73	99	53^	637	336	301	258	379	217	162	187	192
					C	6.1	24	537	1442	115	361	312	80	239	181	90	90	116	64	661	348	313	282	379	208	171	199	180
TEEN WOLF																												
					A	3.1	10	275	1458	99^	348	231^	83^	245	202^	108^	93^	143^	59^	662	366	296	303	359	173^	186^	221^	139^

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																		
DAY	TIME	OUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	OT. PERS (2+)	WORK. ING WOM 18+	W O M E N				M E N										T E E N S		CHD 10+																
											18-	25-	18-	25-	18-	21-	21-	25-	25-	35-	12-	12-																					
WEEKEND DAYTIME SPORTS																																											
ABC COLLEGE BSKTBALL SPEC(S)	SUN	2.00P	120	ABC		2.5	7	222	1594	176^	482	210^	439	199^	813	84^	260^	555	773	516	578	472	534	460	195^	110^	71^	189^															
MICHIGAN VS INDIANA																																											
2.00 - 2.30					A	2.4	7	213	1660	178^	513	212^	443	171^	804	98^	256^	559	739	494	558	461	525	461	180^	103^	79^	239^															
2.30 - 3.00					A	2.3	6	204	1626	222^	481	241^	435	221^	823	124^	302^	610	753	540	612	487	559	459	140^	103^	78^	219^															
3.00 - 3.30					A	2.7	7	239	1572	175^	485	217^	444	206^	813	69^	259^	541	791	519	580	471	532	465	211^	108^	68^	166^															
3.30 - 4.00					A	2.6	7	230	1528	134^	453	175^	434	199^	813	49^	227^	519	804	510	562	470	521	456	242^	123^	62^	140^															
ABC COLLEGE BSKTBALL SP2(S)	SUN	4.00P	126	ABC		3.2	7	284	1475	169^	470	191^	461	177^	828	75^	239	499	802	473	567	424	518	476	235	130^	80^	47^															
TEMPLE VS UNLV																																											
4.00 - 4.30					A	2.6	6	230	1505	163^	482	193^	468	187^	799	84^	235^	505	781	486	555	421	490	462	225^	142^	98^	81^															
4.30 - 5.00					A	2.8	7	248	1478	194^	493	206^	484	173^	819	66^	224^	473	798	452	562	408	518	478	236^	125^	60^	41^															
5.00 - 5.30					A	2.8	6	248	1493	175^	468	200^	468	158^	842	62^	243^	509	817	484	573	447	536	483	244^	142^	78^	41^															
5.30 - 6.00					A	3.9	9	346	1475	156^	440	164^	433	172^	878	87^	258	530	844	495	594	443	541	498	250	127^	86^	29^															
6.00 - 6.30																				A	5.4	11	478	1708	191^	608	270	575	271	900	90^	264	538	865	502	633	447	578	518	291	120^	91^	80^
ABC WIDE WORLD SPORTS SAT	SAT	4.30P	90	ABC		6.5	16	576	1431	211	566	279	557	301	629	34^	197	383	615	368	438	348	418	323	177	82^	50^	153															
197 94 SA					B	6.8	16	603	1533	216	607	289	594	284	639	65	213	376	610	348	405	311	369	294	205	111	61	175															
4.30 - 5.00					C	6.8	16	603	1533																																		

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PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0.000	TOT. WORK. PERS ING		W O M E N				T E E N										T E E N		#						
									WOM.		18+	18	25	18-19	20-24	25-34	35-44	45-54	55+	TOTAL	12-17	18-24											
#STNS	CVG%	TYPE							(2+)	18+	TOTAL	49	21	54	TOTAL	24	34	4	1	49	54	49	54	64	55+	17	17	11					
WEEKEND DAYTIME SPORTS CONT'D																																	
MOB HOPE GOLF-SUN(S)-CONT'D 6.30 - 7.00										A	7.6	14	673	1491	134	620	184	620	199	761	36^	143	27^	100	260	349	239	328	367	396	38^	33^	73^
CBS NCAA BASKETBALL-SAT SAT 2.00P 129 CBS										A	3.9	1	346	1453	139^	455	218	435	216	798	134^	265	453	100	402	485	320	403	383	261	127^	94^	74^
195 95 SE										B	3.5	10	314	1408	15	432	252	400	214	748	109^	321	48^	100	433	486	377	429	306	210	106^	72^	121
PITTSBURGH VS OKLAHOMA KENTUCKY VS LSU										C	3.8	11	341	1419	140	400	214	379	135	756	95^	291	475	100	431	486	381	436	334	226	127	84^	136
2.00 - 2.30										A	3.9	12	346	1491	135^	450	227	437	208	764	147^	265	447	100	409	487	300	379	370	238	156^	112^	121^
2.30 - 3.00										A	3.7	11	328	1495	137^	463	222	450	222	837	149^	265	457	100	430	533	308	411	433	277	125^	105^	70^
3.00 - 3.30										A	3.6	10	319	1475	141^	489	239	463	235	802	138^	265	456	100	486	480	319	413	395	251	109^	66^	75^
3.30 - 4.00										A	4.2	12	372	1395	143^	441	200	417	212	900	109^	269	460	100	400	468	351	418	355	272	110^	83^	44^
4.00 - 4.30										A	4.2	11	372	1472	131^	429	203	406	198	836	130^	276	473	100	383	450	343	409	374	296	161^	123^	46^
CBS NCAA BASKETBALL-SAT 2 SAT 4.10P 138 CBS										A	4.9	12	434	1440	142^	436	167	422	186	752	84^	243	425	100	376	429	341	395	346	274	142^	87^	110^
198 96 SE										B	4.9	12	434	1440	142^	436	167	422	186	752	84^	243	425	100	376	429	341	395	346	274	142^	87^	110^
PURDUE VS LOUISVILLE										C	4.9	12	434	1440	142^	436	167	422	186	752	84^	243	425	100	376	429	341	395	346	274	142^	87^	110^

PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	TEENS TOT.	MALE TOT.	FEMALE TOT.
DAY	TIME	DUR	NET OF	T/C		AVG. AUD %	SH %	AVG. AUD 0.000	TOT. WORK. PERS (NG WOM)		W O M E N				M E N													
									(2+)	18+	10-14	15-19	20-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104	105-114	115-124	125-134	135-144			
WEEKEND DAYTIME SPORTS CON. 'D																												
NBA ON CBS CONT'D																												
LA LAKERS VS SEATTLE SUPERSONICS																												
	3.30 - 4.00				A	6.5	17	576	1527	201	373	258	360	263	834	111	344	564	780	514	611	458	555					
	4.00 - 4.30				A	7.4	18	656	1477	164	398	279	370	262	800	106	336	544	752	497	578	438	519					
	4.30 - 5.00				A	7.4	18	656	1556	182	454	303	426	277	815	107	342	550	774	508	597	442	531					
	5.00 - 5.30				A	7.8	18	691	1578	190	466	284	441	280	788	95	360	536	743	491	570	441	520					
	5.30 - 6.00				A	8.2	18	727	1580	209	480	288	455	288	800	92	358	552	759	510	578	460	528					
NBC COLLEGE BSKBL SAT																												
	3.30 - 4.00				A	3.6	10	320	1468	179	462	232	453	224	754	106	291	458	694	398	452	352	406					
KANSAS VS NOTRE DAME																												
	2.30 - 3.00				A	2.0	6	17	1296	75	394	193	390	148	569	13	258	4	1	392	328	344	257	152	150	15	183	
	3.00 - 3.30				A	2.4	7	21	1309	79	401	186	388	135	605	102	314	47	1	442	464	372	335	257	206	83	47	119
	3.30 - 4.00				A	2.1	6	186	1355	204	484	269	479	245	634	118	367	453	597	422	446	341	365	177	151	14	57	158
4.00 - 4.30					A	3.2	9	284	1418	186	477	179	469	173	696	95	341	446	655	406	448	351	394	204	207	123	97	121
4.30 - 5.00					A	5.0	13	443	1493	147	466	176	457	155	771	111	357	479	724	392	436	328	372	207	288	138	100	118
NBC COLLEGE BSKBL SUN																												
	1.00P - 1.30P				A	4.4	12	390	1470	207	433	218	419	217	832	121	340	490	801	460	541	370	451	382	260	89	59	116
	1.30 - 2.00				B	4.4	12	390	1470	207	433	218	419	217	832	121	340	490	801	460	541	370	451	382	260	89	59	116
	2.00 - 2.30				C	4.4	12	390	1470	207	433	218	419	217	832	121	340	490	801	460	541	370	451	382	260	89	59	116
NORTH CAROLINA VS N.C. STATE																												
	1.00 - 1.30				A	3.0	8	266	1452	152	386	186	373	177	832	148	355	506	794	468	552	357	441	353	243	88	75	147
	1.30 - 2.00				A	3.8	10	337	1419	221	405	208	392	212	763	114	323	427	745	409	501	313	405	333	244	115	94	136
	2.00 - 2.30				A	5.1	14	452	1448	230	425	223	413	221	820	122	333	482	788	450	520	360	429	381	269	85	40	118
	2.30 - 3.00				A	5.9	16	523	1481	200	468	227	452	231	858	106	337	514	825	481	562	408	489	417	264	74	44	81
PRO FOOTBALL																												
	1.00 - 1.30				A	4.6	13	408	1436	125	634	206	620	236	589	16	128	234	575	219	278	218	276	278	297	27	20	186
	1.30 - 2.00				B	4.1	10	361	1448	157	678	225	669	242	600	25	121	256	589	245	306	231	292	277	283	38	25	132
	2.00 - 2.30				C	4.1	10	361	1448	157	678	225	669	242	600	25	121	256	589	245	306	231	292	277	283	38	25	132
	2.30 - 3.00				A	3.7	11	328	1491	122	632	234	611	250	574	17	134	240	557	222	273	222	273	249	284	63	37	222
	3.00 - 3.30				A	4.7	13	416	1427	122	649	205	633	236	580	18	120	208	563	191	255	190	254	272	308	18	18	179
	3.30 - 4.00				A	5.4	14	478	1407	128	623	189	614	227	607	12	130	251	598	242	302	239	299	305	296	11	11	167
SPORTS CENTER																												
	1.00 - 1.30				A	6.2	16	549	1320	258	669	275	681	289	543	43	128	212	536	205	280	169	244	264	256	27	8	81
	1.30 - 2.00				B	6.2	16	549	1320	258	669	275	681	289	543	43	128	212	536	205	280	169	244	264	256	27	8	81
	2.00 - 2.30				C	6.2	16	549	1320	258	669	275	681	289	543	43	128	212	536	205	280	169	244	264	256	27	8	81
	2.30 - 3.00				A	4.9	13	434	1371	241	627	243	611	243	618	54	175	282	609	272	348	228	304	291	261	31	1	1
	3.00 - 3.30				A	6.4	16	567	1294	270	676	272	668	293	523	50	121	188	514	179	250	138	209	240	264	22	1	1

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															TEENS TOT. MALE 12 12 2	TOT. 11			
DAY	TIME	DUR	NET #STNS	CVG%	TYPE	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000		TOT. WORK. PERS ING WOM (2+) 18-	W O M E N				M E N																	
												18-	18-24	25-34	35-44	45-54	55-64	65+	18-	18-24	25-34	35-44	45-54	55-64	65+								
WEEKEND DAYTIME SPORTS CONT'D										A	7.2	18	638	1326	263	702	303	692	304	517	304	104	189	513	186	264	159	238	271	249	294	74	784
SPORTSWORLD-CONT'D 4.00 - 4.30																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS SEE PAGE 6

PROGRAM AUDIENCE ESTIMATES (Alpha)

JAN. 18-24, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			TOT. WORK PERS (NG WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TOT. 100 %			
DAY	TIME	DUR	NET	NO OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000		W O M E N					M E N								
#STNS	CVG%	TYPE						(2+)	18+	10-17	18-	21+	25	25	35	18-	18-	21-	25-	25-	35-	18-	
WEEKEND DAYTIME OTHER																							
BUSINESS WORLD(B)					A	0.6^	2^	53^	1293	198^	604^	90^	213^	604^	198^	287^	391^	673^	270^	360^	673^	<<	
SUN	12.30P	30	ABC																				
	89	57	N																				
FACE THE NATION					A	2.7	8	239	1336	181^	715	86^	188^	703	174^	223^	331	571	152^	296^	571	12^	
SUN	10.30A	30	CBS	4	B	2.8	8	246	1278	199	685	118^	236	676	208	236	320	537	112^	265^	521	9^	
	112	77	CC	18	C	2.6	8	230	1310	201	664	104^	222	653	193	233	292	565	118	247	574	27^	
HEALTH SHOW					A	2.0	7	177	1515	283^	592	210^	414	541	312^	325^	318^	482	221^	354^	478	107^	
SAT	12.30P	30	ABC	4	B	2.2	6	193	1516	228	612	218	370	585	286	322	294	442	207	323	472	145^	
	158	80	N	11	C	1.9	6	168	1406	203	551	187	313	529	244	306	276	423	183	287	408	132^	
MEET THE PRESS					A	1.9	8	168	1079	259^	544	186^	259^	518	209^	278^	168^	433	114^	185^	473	51^	
SUN	9.30A	30	NBC	4	B	2.2	8	193	1223	219	625	160	245	610	200	243	248	502	148^	247	491	29^	
	139	85	CC	18	C	1.9	7	166	1291	211	661	148^	239	651	205	260	266	511	148^	248	494	36^	
SUNDAY MORNING					A	4.4	18	390	1260	188	619	119^	198	618	195	266	298	580	117^	216	580	11^	
SUN	9.00A	90	CBS	4	B	4.3	17	383	1312	205	664	125	251	661	239	284	317	562	123	252	558	23^	
	173	94	N	18	C	4.2	17	370	1317	209	657	116	231	652	211	265	295	565	115	258	561	21^	
	9.00 - 9.30				A	3.8	17	337	1245	189	652	147^	195	651	193	267	278	521	83^	159^	521	<<	
9.30 - 10.00					A	4.4	18	390	1308	200	642	116^	209	642	208	286	326	355	616	134^	226	616	9^
10.00 - 10.30					A	4.8	18	425	1281	185	596	106^	197	596	194	256	302	337	618	135^	260	618	22^
SUNDAY TODAY					A	1.6	9	142	1249	255^	585	164^	302^	559	252^	280^	226^	545	194^	327^	544	25^	
SUN	8.00A	90	NBC	4	B	1.9	11	168	1187	197	554	124^	239	536	194	229	254	534	169^	299	525	17^	
	124	86	N	19	C	1.7	9	146	1254	218	591	150^	253	579	218	278	273	526	161^	275	520	33^	
	8.00 - 8.30				A	1.1	8	97	1190	296^	702	141^	332^	657	270^	309^	265^	441^	180^	253^	437^	<<	
	8.30 - 9.00				A	1.6	9	142	1309	223^	561	164^	281^	527	220^	247^	203^	542	171^	318^	542	50^	
	9.00 - 9.30				A	2.1	9	186	1235	257^	542	176^	301^	531	268^	290^	224^	601	220^	373	601	16^	
THIS WEEK-DAVID BRINKLEY(B)					A	2.9	9	257	1331	153^	684	25^	159^	680	152^	204^	379	545	70^	204^	545	54^	
SUN	11.30A	60	ABC																				
	151	79	N																				
	11.30 - 12.00				A	2.6	8	230	1357	176^	746	28^	214^	743	206^	264^	449	512	57^	199^	512	59^	
	12.00 - 12.30				A	3.1	9	275	1353	139^	654	23^	118^	650	111^	160^	332	590	82^	215^	590	52^	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.7	64.9	65.0	66.2	67.7	69.1	69.0	69.7	68.3	68.1	67.2	66.1	62.2	60.3	58.2	55.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

MACGYVER				ABC MONDAY NIGHT MOVIE WHAT PRICE VICTORY (PAE)			
12,320	13.9	13.3 *	14.5 *	9,570	10.8	11.2 *	10.9 *
20	19 *	21 *	17	16 *	16 *	17 *	10.5 *
13.3	13.2	14.3	14.6	11.5	10.9	11.1	10.7
					10.6	10.4	10.7
							10.6 *

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

KATE & ALLIE FRANK'S PLACE				NEWHART	DESIGNING WOMEN (PAE)	WISEGUY	
13,380	15.1	22	14.8	11,080	17.7	26	17.1
15.1	22	14.8	15.3	12.5	12.5	17.3	18.2

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ALF (R)	VALERIE'S FAMILY	NBC MONDAY NIGHT MOVIES THE CHILD SAVER			
16,480	16,300	14,000	15.1 *	16.7 *	16.4 *
18.6	18.4	15.8	25	23 *	29 *
27	27	25	14.9	15.0	14.9
17.9	19.2	18.4	18.4	15.3	16.5
				15.3	16.5
				16.9	17.0
					15.8

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.7	14.6	12.2	13.2	14.0	14.2	12.0	10.4
24	22	18	19	21	21	20	18

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7	3.2	2.8	3.0	3.7	3.7	2.8	2.4
6	5	4	4	5	6	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.3	4.4	5.0	3.8	3.4	2.8	1.8
3	4	6	7	6	5	5	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.0	7.8	7.3	8.0	9.5	9.0	8.4	6.9
11	12	11	12	14	14	14	12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	1.4	2.2	2.4	2.6	2.5	3.4	3.3
2	2	3	3	4	4	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.2	65.0	65.2	66.4	67.7	69.1	69.6	69.9	67.4	67.2	66.7	65.9	60.8	58.7	56.0	53.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	GROWING PAINS (R)	MOONLIGHTING (PAE)	THIRTYSOMETHING (PAE)
19,580	19,940	16,660	12,230
22.1	22.5	18.8	19.1 *
32	32	28	28 *
20.9	23.2	22.3	22.7
		19.7	18.6
		18.6	18.5
		15.0	14.2
		13.1	12.8

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

48 HOURS HOSPITAL	JAKE AND THE FATMAN (PAE)	CAGNEY & LACEY
10,720	11,430	12,490
12.1	12.2 *	12.0 *
18	18 *	17 *
12.4	12.1	12.1
	11.9	13.1
	12.9	12.7
	12.7	13.5
	14.3	14.6
	14.1	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK	HUNTER	CRIME STORY
16,210	14,440	11,080
18.3	17.7 *	19.0 *
26	26 *	27 *
17.2	18.3	19.0
	18.9	15.5
	16.4	16.6
	16.5	13.1
	12.1	12.5
	12.2	

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	15.7	14.6	11.0	11.8	13.2	13.0	12.0	9.7
SHARE AUDIENCE %	24	22	16	17	20	20	20	18

SUPERSTATIONS

AVERAGE AUDIENCE	4.3	3.4	2.6	2.9	3.7	4.0	3.0	2.3
SHARE AUDIENCE %	7	5	4	4	5	6	5	4

PBS

AVERAGE AUDIENCE	2.3	2.8	4.2	4.3	3.2	2.8	2.3	1.9
SHARE AUDIENCE %	4	4	6	6	5	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE	6.2	6.8	5.4	5.6	6.7	5.9	6.1	5.7
SHARE AUDIENCE %	10	10	8	8	10	9	10	10

PAY SERVICES

AVERAGE AUDIENCE	1.7	2.3	2.6	2.4	3.2	3.4	4.0	2.5
SHARE AUDIENCE %	3	3	4	3	5	5	7	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page 11

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. JAN 20, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	60.3	61.9	62.9	63.8	63.0	64.1	65.5	66.8	65.6	65.5	65.1	65.3	61.3	58.9	56.3	54.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PERFECT STRANGERS (R)	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
14,090	15,150	13,730	11,520	14,530
15.9	17.1	15.5	13.0	16.4
25	26	24	20	28
15.3	16.4	15.7	12.7	16.2
				16.2
				16.5
				16.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

LAW & HARRY MCGRAW	MAGNUM, P.I. (PAE)	EQUALIZER
7,440	13,020	12,320
8.4	14.7	15.3
13	22	23
8.7	13.4	15.5
		14.2
		13.8
		14.0
		13.5

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	BROWX ZOO SPEC.
14,970	10,900	8,240
16.9	12.3	12.5
26	19	19
15.9	12.1	12.4
		9.6
		9.1
		9.0
		9.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.4	15.3	13.2	13.1	14.5	14.7	12.3	10.5
27	24	21	20	22	23	20	19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.6	3.0	2.9	3.8	3.9	3.3	2.8
7	6	5	4	6	6	5	5

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	4.7	5.3	3.2	3.2	2.6	1.6
3	4	7	8	5	5	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1	6.2	6.6	7.0	7.7	7.8	7.3	5.8
8	10	10	11	12	12	12	10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.9	2.7	2.8	2.9	3.2	3.4	2.6
3	3	4	4	4	5	6	5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	61.0	62.7	63.1	64.9	67.1	68.8	67.7	67.2	67.3	67.6	67.2	66.6	64.3	62.6	60.5	57.9

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CHARMING'S

ABC THURSDAY NIGHT MOVIE

ALIEN
(R)(PAE)

6,560	7,800															
7.4	8.8	7.6	*			9.2	*			9.4	*		9.3	*		8.8
11	14	11	*			14	*			14	*		15	*		15
7.7	7.1	7.6	7.6	8.9		9.4	9.6	9.1	9.4	9.2	9.0	8.6				

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

TOUR OF DUTY

SIMON & SIMON

(PAE)

KNOTS LANDING

10,190				11,430				14,260								
11.5	10.9	*		12.1	*	12.9	12.3	*		13.5	*	16.1	15.8	*		16.5
17	16	*		18	*	19	18	*		20	*	26	25	*		28
10.7	11.0	12.2	12.1	12.0	12.6	13.2	13.9	15.7	16.0	16.4	16.5					

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BILL COSBY
SHOWA DIFFERENT
WORLD

CHEERS

NIGHT COURT

L.A. LAW

27,380	24,540	23,830	22,240	19,490												
30.9	27.7	26.9	25.1	22.0	22.4	*				21.6	*					
45	41	40	38	36	35	*				36	*					
29.5	32.2	28.0	27.5	27.0	26.9	25.4	24.9	22.4	22.3	22.0	21.3					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.4	14.9	12.1	12.6	12.1	11.7	10.7	8.9
27	23	18	19	18	17	17	15

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	3.6	2.8	3.1	3.5	3.5	3.2	2.5
7	6	4	5	5	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.4	2.1	3.4	3.8	3.2	3.0	2.1	2.1
2	3	5	6	5	4	3	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.7	6.8	5.7	7.4	6.6	6.9	6.1	4.6
9	11	8	11	10	10	10	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.2	2.1	2.2	3.4	3.5	4.2	3.1
3	3	3	3	5	5	7	5

U.S. TV HOUSEHOLDS 88,600,000

For explanation of symbols see page 8

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	56.7	57.0	57.2	58.4	57.9	58.5	58.8	59.6	59.6	60.7	60.9	60.9	58.2	57.6	55.8	54.3

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE (R)	MR. BELVEDERE	THORNS	SLEDGE HAMMER (PAE)	20/20 (PAE)
9,300	11,520	7,890	7,180	10,010
10.5	13.0	8.9	8.1	11.3
18	22	15	13	20
10.2	10.7	13.0	9.1	11.6
		8.7	7.9	8.3
				11.7
				11.0
				10.7

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST	DALLAS (PAE)	FALCON CREST
12,320	15,240	13,290
13.9	17.2	15.0
24	28	27
13.4	16.2	15.3
13.6	17.0	15.2
13.7	17.8	14.6
14.9	17.8	14.9

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CANDID KIDS SPECIAL (R)	STORYTELLER A STORY SHORT	MIAMI VICE	NBC NEWS-SPECIAL HOME STREET HOME
10,370	7,180	11,700	7,710
11.7	8.1	13.2	8.7
20	14	22	15
11.6	8.5	12.2	9.1
11.8	7.8	12.9	8.8
		13.9	8.6
			8.2

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.6	14.1	12.0	12.6	12.3	12.3	10.6	9.3
27	24	21	21	20	20	18	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.2	3.5	2.6	2.8	2.8	3.2	2.4	2.0
7	6	4	5	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	1.6	2.9	3.0	2.2	2.0	1.8	1.5
3	3	5	5	4	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.1	5.9	6.2	7.2	7.6	6.9	6.2	5.8
1	10	11	12	13	11	11	11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.4	3.6	4.1	5.2	4.9	8.9	9.5
4	4	6	7	9	8	15	17

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page B.

A 12 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. JAN. 23, 1990

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	51.7	52.9	53.2	54.2	57.3	58.4	58.6	59.5	60.1	60.4	59.1	58.4	56.0	55.4	55.8	55.1	51.6	47.0

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

DOLLY				OHARA (PAE)				SPENSER: FOR HIRE (PAE)			
10,280	11.6	11.5 *	11.7 *	9.0	8.6 *	9.5 *	12.4	11.8 *	12.9 *		
20	20	20 *	20 *	15	14 *	16 *	22	21 *	23 *		
11.1	11.9	11.7	11.6	8.8	8.4	9.3	9.7	11.2	12.3	13.0	12.9

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HIGH MOUNTAIN RANGERS				COUNTRY MUSIC CELEBRATION 30TH ANNIVERSARY OF CMA (PAE)			
11,160	12.6	12.3 *	12.8 *	13.5	12.8 *	13.9 *	13.7 *
22	22	21 *	22 *	23	21 *	24 *	25 *
12.3	12.3	12.7	12.9	12.6	13.0	14.0	13.8

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FACTS OF LIFE				227	GOLDEN GIRLS				AMEN	J.J. STARBUCK			
11,960	13.5	12.3 *	12.8 *	13.5	12.8 *	13.9 *	13.7 *	13.5 *					
23	23	21 *	22 *	23	21 *	24 *	25 *	24 *					
12.6	14.3	15.1	16.5	21.3	22.4	17.6	17.2	13.5	13.1	13.2	13.0		

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.9	15.4	11.1	9.4	9.5	9.7	10.6	10.3	8.5
28	29	19	16	16	17	19	19	17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6	4.7	2.8	2.0	2.5	2.8	2.7	2.6	1.8
9	9	5	3	4	5	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2	2.8	3.5	3.6	2.4	2.5	2.4	2.2	1.5
4	5	6	6	4	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.1	6.4	5.8	5.8	5.5	6.0	5.8	5.6	4.3
14	12	10	10	9	10	10	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	3.1	4.5	4.7	4.6	3.6	3.3	2.8	3.4
7	7	8	8	8	6	6	5	7

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols see page B

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	41.6	38.2	35.1	32.5	29.6	27.1	23.5	21.4	19.4	17.1	15.0	13.6	12.2	11.1

ABC TV

(1)

AVERAGE AUDIENCE	{	2,040
(Hhds (000) & %)	{	2.3
SHARE AUDIENCE	%	9
AVG. AUD. BY 1/4 HR	%	2.3

CBS TV

AVERAGE AUDIENCE	{	
(Hhds (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

← SATURDAY NIGHT (PAE)
(11:30-12:52)(PAE) →

AVERAGE AUDIENCE	{	8,420			
(Hhds (000) & %)	{	9.5	11.2 *	9.2 *	
SHARE AUDIENCE	%	27	28 *	27 *	
AVG. AUD. BY 1/4 HR	%	11.4	11.0	9.8	8.7 7.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	6.6	7.9	7.4	6.5	5.4	3.9	3.4
SHARE AUDIENCE %	22	23	26	29	30	27	29

SUPERSTATIONS

AVERAGE AUDIENCE	1.7	1.6	1.6	1.8	1.6	1.0	0.7
SHARE AUDIENCE %	4	5	6	8	9	7	6

PBS

AVERAGE AUDIENCE	1.3	1.2	1.0	0.6	0.3	0.2	0.2
SHARE AUDIENCE %	3	4	4	3	2	1	2

CABLE ORIG.

AVERAGE AUDIENCE	4.3	3.6	3.3	2.8	2.4	1.9	1.8
SHARE AUDIENCE %	11	11	12	12	13	13	15

PAY SERVICES

AVERAGE AUDIENCE	3.8	3.8	3.0	3.0	2.9	2.7	2.1
SHARE AUDIENCE %	10	11	11	13	16	19	18

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND AT 10:00 SAT., ABC, (11:30-11:45)

For explanation of symbols, See page 8.

A 18 Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. JAN. 24, 1988

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	61.9	64.1	65.6	66.8	68.5	69.9	69.9	70.5	67.3	67.7	67.1	66.8	64.9	63.7	62.6	60.2	51.1	44.1

ABC TV

		DISNEY SUNDAY MOVIE EARTH-STAR VOYAGER, PT 2										ABC SUNDAY NIGHT MOVIE A FATHER'S REVENGE (PAE)						
AVERAGE AUDIENCE (Hhds (000) & %)	{	9,830									9,210							
SHARE AUDIENCE	%	11.1	10.2 *		10.7 *		11.4 *		12.3 *	10.4	9.8 *		9.9 *		10.1 *		11.2 *	
AVG. AUD. BY 1/4 HR	%	17	16 *		16 *		16 *		18 *	16	15 *		15 *		17 *		18 *	
	%	10.2	10.2	10.5	10.8	11.3	11.4	12.4	12.2	9.8	9.8	9.8	10.0	10.7	10.6	11.2	11.1	

CBS TV

		60 MINUTES			MURDER, SHE WROTE			CBS SUNDAY MOVIE BODY OF EVIDENCE (PAE)							CBS SUNDAY NEWS		
AVERAGE AUDIENCE (Hhds (000) & %)	{	20,820				19,760				16,300							2,840
SHARE AUDIENCE	%	23.5	22.7 *		24.3 *	22.3	21.9 *		22.6 *	18.4	17.3 *		18.0 *		19.3 *		19.2 *
AVG. AUD. BY 1/4 HR	%	36	36 *		37 *	32	32 *		32 *	28	26 *		27 *		30 *		31 *
	%	21.9	23.5	24.5	24.1	21.9	21.9	22.7	22.6	17.0	17.6	17.8	18.1	19.2	19.4	19.6	18.8

NBC TV

		OUR HOUSE			FAMILY TIES			NBC SUNDAY NIGHT MOVIE THE MURDER OF MARY PHAGAN, PT 1									
AVERAGE AUDIENCE (Hhds (000) & %)	{	9,480				15,510		16,570									
SHARE AUDIENCE	%	10.7	9.8 *		11.6 *	17.5		18.7	16.3 *		19.6 *		19.1 *		19.4 *		18.9 *
AVG. AUD. BY 1/4 HR	%	17	16 *		18 *	25		28	23 *		29 *		29 *		30 *		31 *
	%	9.2	10.4	11.0	12.1	16.7	18.3	16.1	16.5	19.6	19.6	19.1	19.0	19.5	19.4	19.1	18.6

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.5	12.4	9.9	11.0	11.8	12.0	9.8	8.3	6.2
SHARE AUDIENCE %	20	19	14	16	17	18	15	14	13

SUPERSTATIONS

AVERAGE AUDIENCE	2.7	2.7	2.7	2.7	3.4	3.6	3.1	2.6	1.7
SHARE AUDIENCE %	4	4	4	4	5	5	5	4	4

PBS

AVERAGE AUDIENCE	2.3	2.5	4.1	4.2	3.8	3.2	2.0	1.8	1.2
SHARE AUDIENCE %	4	4	6	6	6	5	3	3	3

CABLE ORIG.

AVERAGE AUDIENCE	7.0	7.0	7.6	8.0	9.3	8.8	6.1	5.6	3.8
SHARE AUDIENCE %	11	11	11	11	14	13	9	9	8

PAY SERVICES

AVERAGE AUDIENCE	4.0	4.2	4.3	4.8	4.0	3.8	3.8	3.3	2.9
SHARE AUDIENCE %	8	6	6	7	6	6	6	5	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, see page 8

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
HUT	35.1	30.6	25.9	22.8	19.0	16.9	14.8	13.5	12.1	11.2	10.0	9.3	8.4	7.8			

ABC TV

(1)

AVERAGE AUDIENCE	{	1,860
(Hhids (000) & %)	{	2.1
SHARE AUDIENCE	%	8
AVG. AUD. BY 1/4 HR	%	2.1

CBS TV

AVERAGE AUDIENCE	{	
(Hhids (000) & %)	{	
SHARE AUDIENCE	%	
AVG. AUD. BY 1/4 HR	%	

NBC TV

(2) (PAE)

AVERAGE AUDIENCE	{	1,770
(Hhids (000) & %)	{	2.0
SHARE AUDIENCE	%	7
AVG. AUD. BY 1/4 HR	%	2.0

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	6.6	4.8	3.8	3.0	2.4	1.6	1.7
SHARE AUDIENCE %	20	20	21	21	21	17	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.9	1.5	1.4	1.3	1.2	0.7	0.9
SHARE AUDIENCE %	6	6	8	9	10	7	11

PBS

AVERAGE AUDIENCE	1.5	0.8	0.3	0.1	<<	<<	<<
SHARE AUDIENCE %	5	3	2	1	<<	<<	<<

CABLE ORIG.

AVERAGE AUDIENCE	4.1	3.0	1.9	1.7	1.4	1.2	1.1
SHARE AUDIENCE %	12	12	11	12	12	13	14

PAY SERVICES

AVERAGE AUDIENCE	2.4	2.4	2.0	1.8	1.4	1.6	1.3
SHARE AUDIENCE %	7	10	11	11	12	17	16

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC WEEKEND REPORT, SUN., ABC, (11:30-11:45)

(2) G MICHAELS' SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols see page 8

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.2	9.5	11.4	13.6	16.1	18.3	19.7	20.6	21.8	22.8	23.0	23.4	24.4	25.5	25.7	26.2	24.7	25.1

ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)	GOOD MORNING AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,190		1,790	3,560	3,790
SHARE AUDIENCE	%	1.3		2.0	4.0	4.3
AVG. AUD. BY 1/4 HR	%	14		15	20	18
	%	1.3		2.0	4.0	4.1

CBS TV		CBS MORNING NEWS- 6:30AM	CBS THIS MORNING-A (SUS)	CBS THIS MORNING-1	CBS THIS MORNING-8 (SUS)	CBS THIS MORNING-2	BLACKOUT
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,060		1,840		2,300	2,200
SHARE AUDIENCE	%	1.2		2.1		2.6	2.5
AVG. AUD. BY 1/4 HR	%	12		10		11	10
	%	1.1	1.3	2.1	2.1	2.5	2.4
						2.7	2.6

NBC TV		NBC NEWS AT SUNRISE (PAE)		TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)	TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)	SALE OF THE CENTURY
AVERAGE AUDIENCE (Hhds (000) & %)	{	1,880		4,160	4,610	3,150
SHARE AUDIENCE	%	2.1		4.7	5.2	3.6
AVG. AUD. BY 1/4 HR	%	21		23	22	14
	%	1.8	2.4	4.7	5.2	3.4
					5.2	3.7

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	1.8	3.1	4.9	5.9	6.0	6.1	5.7	5.5	5.9
SHARE AUDIENCE %	20	25	28	29	27	26	23	21	24

SUPERSTATIONS

AVERAGE AUDIENCE	0.8	1.3	1.6	1.7	1.5	1.7	1.7	1.6	1.6
SHARE AUDIENCE %	9	10	9	8	7	7	7	6	6

PBS

AVERAGE AUDIENCE		0.1	0.4	0.8	1.1	1.3	1.5	1.5	1.1
SHARE AUDIENCE %		1	2	4	5	6	6	6	4

CABLE ORIG.

AVERAGE AUDIENCE	1.2	1.2	1.7	1.8	2.0	2.2	2.4	2.7	2.7
SHARE AUDIENCE %	11	10	10	9	9	10	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	0.6	0.7	0.8	1.0	1.1	1.1	1.2	1.1	1.2
SHARE AUDIENCE %	7	6	5	5	5	5	5	4	5

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,{8:15-9:30}
 (2) ABC WORLD NEWS-MORN-645A,ABC,{8:45-9:00}

For explanation of symbols, See page 8.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
NUT	25.6	26.0	26.1	26.8	27.1	28.1	30.0	30.8	31.4	32.5	33.5	34.3	33.6	33.4	32.4	32.7	32.9	31.7

ABC TV

		WHO'S THE BOSS? M-F	HOME	RYAN'S HOPE	LOVING	ALL MY CHILDREN	ONE LIFE TO LIVE (PAE)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,170	2,600	2,940	4,200	7,370	7,370	
SHARE AUDIENCE	%	3.6	2.9	3.2	4.7	8.3	8.3	
AVG. AUD. BY 1/4 HR	%	14	11	11	15	25	25	
	%	3.5	3.8	3.1	2.9	3.1	3.3	4.6

CBS TV

		NEW CARD SHARKS	PRICE IS RIGHT 1	PRICE IS RIGHT 2 (PAE)	YOUNG AND THE RESTLESS	GOLD AND THE BEAUTIFUL	AS THE WORLD TURNS	
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,760	4,780	6,310	8,100	5,170	6,400	
SHARE AUDIENCE	%	3.1	5.4	7.1	9.1	8.9	7.2	
AVG. AUD. BY 1/4 HR	%	12	20	26	29	29	22	
	%	3.0	3.2	5.1	5.7	6.7	7.5	

NBC TV

		CLASSIC CONCENTRATION	WHEEL OF FORTUNE	WIN, LOSE OR DRAW	SUPER PASSWORD	SCRABBLE	DAYS OF OUR LIVES	ANOTHER WORLD (PAE)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	3,610	5,810	4,750	3,460	4,080	7,090	5,320	
SHARE AUDIENCE	%	4.1	6.6	5.4	3.9	4.6	8.0	6.0	
AVG. AUD. BY 1/4 HR	%	16	24	19	13	14	24	18	
	%	4.0	4.2	6.4	6.7	5.2	5.6	3.9	

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	5.5	5.0	5.1	5.3	6.1	6.0	6.4	6.8	7.1
SHARE AUDIENCE %	21	19	18	18	19	18	19	21	21

SUPERSTATIONS

AVERAGE AUDIENCE	1.6	1.5	1.7	1.7	1.9	1.7	1.8	2.0	2.1
SHARE AUDIENCE %	6	6	6	5	6	5	5	6	6

PBS

AVERAGE AUDIENCE	1.0	0.7	0.7	0.8	0.8	0.9	0.8	0.7	0.8
SHARE AUDIENCE %	4	3	3	2	3	3	2	2	2

CABLE ORIG.

AVERAGE AUDIENCE	2.9	3.1	3.2	3.3	3.2	3.3	3.6	3.5
SHARE AUDIENCE %	11	11	11	10	9	10	11	11

PAY SERVICES

AVERAGE AUDIENCE	1.2	1.3	1.3	1.4	1.3	1.2	1.2	1.2	1.2
SHARE AUDIENCE %	4	5	5	4	3	3	4	4	4

U.S. TV HOUSEHOLDS: 88,000,000

For explanation of symbols, see page B

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
HUT	32.5	33.2	33.9	35.3	35.9	37.6	39.4	41.3	43.0	45.3	46.7	49.2	55.2	57.0	58.2	59.7

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 7,830
8.8 8.7 * 8.9 *
% 26 27 * 26 *
% 8.7 8.8 8.9 8.9

← GENERAL HOSPITAL → (PAE)

ABC WORLD
NEWS TONIGHT

10,050
11.3
19
11.1 11.6

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 5,690
6.4 6.4 * 6.4 *
% 19 20 * 19 *
% 6.5 6.4 6.4 6.5

← GUIDING LIGHT →
(PAE)

CBS EVENING
NEWS-RATHER

11,110
12.5
22
12.4 12.7

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{ 4,700
5.3 5.2 * 5.4 *
% 16 16 * 16 *
% 5.2 5.2 5.3 5.4

← SANTA BARBARA →
(TUE-FRI)(PAE) (PAE)

NBC NIGHTLY
NEWS

10,120
11.4
20
11.4 11.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.1 8.1 9.5 10.6 12.1 12.8 14.8 16.5
22 23 26 26 28 27 26 28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0 2.2 2.3 2.5 2.8 3.1 3.1 3.5
6 6 6 6 6 6 5 6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7 0.8 1.0 1.1 1.1 1.0 1.2 1.4
2 2 3 3 2 2 2 2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0 4.5 4.3 4.7 4.3 4.4 4.7 5.2
12 13 12 12 10 9 8 9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3 1.2 1.3 1.2 1.2 1.4 1.8 2.1
4 7 4 3 3 3 3 3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	7.3	8.3	9.8	11.3	13.0	15.5	17.9	20.3	23.3	25.6	27.6	29.0	29.4	30.4	30.5	31.1	30.9	11.1

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CAN I HEAR FAMILY	LITTLE CLOWNS- HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS	FLINTSTONE KIDS
1,420	1,680	2,660	3,370	3,540	4,160	3,990
1.8	1.9	3.0	3.8	4.0	4.7	4.5
11	10	12	13	13	15	14
1.4	1.7	1.8	2.0	2.7	3.3	4.3

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,950	3,720	4,700	4,780	6,020	4,430	4,160
2.2	4.2	5.3	5.4	6.8	5.0	4.7
15	22	22	19	23	16	15
1.9	2.6	3.8	4.6	5.0	5.5	4.7

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	ALF-SAT MORN (PAE)	ALVIN AND THE CHIPMUNKS	FRAGGLE ROCK
2,660	3,720	4,870	5,850	5,400	5,320	4,250
3.0	4.2	5.5	6.6	6.1	6.0	4.8
21	22	23	23	20	19	15
2.6	3.4	3.9	4.5	5.2	5.8	6.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	3.5	4.4	4.9	5.9	6.8	7.2	8.4
27	24	24	23	20	21	23	23	27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	0.9	1.0	1.4	1.3	1.6	1.1	1.3	2.0
8	9	7	7	5	6	4	4	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.4	0.7	0.7	1.1	1.3	1.3	1.6	1.6
3	4	5	4	5	5	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3	1.9	2.4	2.8	3.6	4.1	4.8	5.7	5.6
17	18	17	15	15	14	16	19	18

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2	1.1	1.2	1.5	2.0	2.3	1.9	1.9	1.8
15	10	8	8	8	8	6	6	8

U.S. TV HOUSEHOLDS 88,600,000

For explanation of symbols, See page 8.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	31.3	31.5	30.6	30.6	30.2	30.3	29.8	30.3	30.7	31.7	32.1	32.2	32.6	33.8	34.3	35.0	35.2	35.1

ABC TV

BUGS BUNNY & THEETTY SHOW ANIMAL CRACK-UPS HEALTH SHOW (1)

PRO BOWLERS TOUR (3:00-4:30)

AVERAGE AUDIENCE (Hhds (000) & %)	{	4,160		3,280		1,770		1,950							4,080			
SHARE AUDIENCE %	%	4.7		3.7		2.0		2.2							4.6	3.7	*	4.7
AVG. AUD. BY 1/4 HR	%	15		12		7		7							13	11	*	13
	%	4.7	4.8	3.7	3.7	2.1	2.0	2.1	2.2						3.4	4.0	4.5	4.8

CBS TV

DENNIS THE MENACE TEEN WOLF GALAXY HIGH SCHOOL

CBS NCAA BASKETBALL SAT PITTSBURGH VS OKLAHOMA KENTUCKY VS LSU (MULTI SEGMENT) (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,460		2,750		2,570		3,460										
SHARE AUDIENCE %	%	3.9		3.1		2.9		3.9	3.9	*		3.7	*		3.6	*		4.2
AVG. AUD. BY 1/4 HR	%	12		10		10		11	12	*		11	*		10	*		12
	%	4.0	3.8	3.0	3.3	3.0	2.9	3.9	3.9	3.8	3.7	3.5	3.7	4.0	4.2			4.2

NBC TV

NEW ARCHIES FOOFUR (PAE) I'M TELLING

NBC COLLEGE BSKBL SAT KANSAS VS NOTRE DAME (2:30-4:44) (PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{	3,900		3,280		2,390		2,390										
SHARE AUDIENCE %	%	4.4		3.7		2.7		2.7	2.0	*		2.4	*		2.1	*		2.1
AVG. AUD. BY 1/4 HR	%	14		12		9		8	6	*		7	*		6	*		6
	%	4.3	4.5	3.7	3.7	2.9	2.6	2.1	2.0	2.5	2.4	2.0	2.3		2.3			2.3

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	8.9	9.0	10.3	10.2	10.1	10.5	12.3	12.0	12.7
SHARE AUDIENCE %	28	29	34	34	32	33	37	35	36

SUPERSTATIONS

AVERAGE AUDIENCE	2.3	2.5	3.0	3.0	2.5	3.0	3.3	3.1	3.4
SHARE AUDIENCE %	7	8	10	10	8	9	10	9	10

PBS

AVERAGE AUDIENCE	1.5	1.3	1.8	2.0	1.8	1.6	2.3	2.8	2.6
SHARE AUDIENCE %	5	4	6	7	6	5	7	8	7

CABLE ORIG.

AVERAGE AUDIENCE	5.6	5.8	5.7	5.9	6.8	6.5	6.3	7.2	6.8
SHARE AUDIENCE %	18	19	19	20	22	20	19	21	19

PAY SERVICES

AVERAGE AUDIENCE	1.8	1.7	1.7	1.7	1.8	2.6	2.5	2.5	2.2
SHARE AUDIENCE %	6	6	6	6	6	8	8	7	6

U.S. TV HOUSEHOLDS 88,600,000
(1) ABC WEEKEND SPECIALS, THE SECRET WORLD OF OG, PT 1, ABC, (1:00-1:30), (R)

For explanation of symbols, See page B

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	36.5	36.8	37.9	38.3	38.9	40.9	41.5	42.7	45.4	47.7	49.0	50.4						

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRLO NEWS
TONIGHT-SAT
(PAE)

		5,760										7,530					
	5.4	* 6.5		5.6	*	6.5	*	7.3	*			8.5					
	14	* 16		14	*	16	*	16	*			16					
	5.4	5.3	5.3	5.9	6.3	6.7	7.1	7.5				8.2	8.9				

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

← CBS NCAA BASKETBALL-SAT 2
PURDUE VS LOUISVILLE
(4:10-6:28)(PAE) →

CBS SAT. NEWS-
SCHIEFFER

4,340												6,020					
4.9	3.4	*		3.9	*	4.6	*	5.4	*			6.8					
12	9	*		10	*	12	*	13	*			14	*				
3.3	3.4	3.6	4.2	4.4	4.7	5.1	5.8	6.9	6.2			6.5	7.2				

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

(1)

← BOB HOPE GOLF-SAT
(4:44-6:30)(PAE) →

NBC NIGHTLY
NEWS-SAT.

		3,540										5,940					
	3.2	* 4.0		3.4	*	4.0	*	4.2	*			6.7					
	9	* 9		9	*	10	*	10	*			13					
2.9	3.4	3.7	3.4	3.8	4.2	4.2	4.1	4.0	4.1			6.6	6.8				

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.1		12.2		11.7		12.6		13.2		15.5
33		32		29		30		28		31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.1		3.3		3.8		4.0		4.7
8		8		8		9		9		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		2.9		2.7		2.5		2.7		2.7
8		8		7		6		6		5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

8.2		7.0		7.3		7.1		7.7		7.6
17		18		18		17		17		15

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		3.1		3.8		3.8		2.9		2.9
7		8		10		9		6		6

U.S. TV HOUSEHOLDS: 88,600,000

(1) NBC COLLEGE BSKBL SAT, KANSAS VS NOTRE DAME, (PAE), NBC, (2:30-4:44)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.8	7.3	8.4	9.5	11.4	13.6	16.3	18.8	21.8	23.4	23.8	25.1	26.8	27.9	28.4	28.9	29.0	29.3

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,900																		
4.4	3.8	*							4.4	*			4.8	*	2.7			
18	17	*							18	*			18	*	8			
3.5	4.1								4.5		4.9		4.7		2.7		2.8	

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,420																		
1.6	1.1	*							2.1	*	1,680							
9	8	*							9	*	8							
1.0	1.2		1.6						2.0		2.0		1.9					

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.8		3.6		5.8		7.5		8.3		8.9		10.5		11.4
30		31		29		33		33		34		33		37		39

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4	^	0.7	^	1.1		2.0		2.8		3.0		3.0		3.4		4.0
6	^	8	^	9		11		12		12		11		12		14

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1	v	0.3	^	0.8		1.3		1.8		2.0		1.7		1.7		1.7
1	v	3	^	6		7		8		8		6		6		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3		1.7		2.5		3.5		4.3		4.4		5.4		6.0		6.2
19		19		20		20		19		18		20		21		21

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2		1.5		1.8		2.4		2.2		2.7		3.5		3.6		3.2
17		17		14		14		10		11		13		13		11

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	30.6	31.7	32.9	33.7	34.0	35.0	35.1	35.9	36.9	37.4	36.7	36.7	36.5	36.4	36.7	38.0	38.8	39.7

ABC TV

←THIS WEEK-DAVID BRINKLEY→
(8)

BUSINESS
WORLD(B)

ABC COLLEGE BSKTBALL SPEC
MICHIGAN VS INDIANA

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	2,570				930	^					2,220							
%	2.9	2.6	*		3.1	*	0.6	^			2.5	2.4	*		2.3	*	2.7	*
%	9	8	*		9	*	2	^			7	7	*		6	*	7	*
%	2.5	2.8	3.1	3.1	0.6	^	0.7	^			2.3	2.5	2.4	2.2	2.6	2.9	2.8	2.5

CBS TV

←CBS NCAA BASKETBALL-SUN
GEORGETOWN VS SYRACUSE

←CBS SPORTS SUNDAY
WORLD TRIATHLON CHAMPIONSHIPS

(1)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,870										4,960						6,650	
%	5.5	4.0	*		5.2	*		5.9	*		6.7	*	5.6	4.9	*		5.2	*
%	16	12	*		15	*		17	*		18	*	15	13	*		14	*
%	3.8	4.2	4.9	5.4	6.0	5.8	6.5	6.9	4.9	4.9	5.1	5.3	6.3	6.9	6.2	6.8	6.5	*

NBC TV

←NBC COLLEGE BSKBL SUN
NORTH CAROLINA VS N.C. STATE

←SPORTSWORLD
(3:00-4:30)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	3,900														5,490			
%	4.4	3.0	*		3.8	*		5.1	*		5.9	*	6.2	4.9	*		6.4	*
%	12	8	*		10	*		14	*		16	*	16	13	*		16	*
%	2.5	3.4	3.7	3.8	4.9	5.2	5.8	5.9	4.6	5.1	6.1	6.8	6.4	6.8	6.5	6.8	6.5	*

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	12.2	12.9	13.9	13.4	13.2	13.2	12.3	11.7	11.9
SHARE AUDIENCE %	39	39	40	38	36	36	34	31	30

SUPERSTATIONS

AVERAGE AUDIENCE	3.9	4.2	4.4	4.7	4.3	4.1	3.6	3.7	3.6
SHARE AUDIENCE %	13	13	13	13	12	11	10	10	9

FBS

AVERAGE AUDIENCE	1.7	1.7	1.9	1.5	1.7	1.6	1.5	1.7	1.8
SHARE AUDIENCE %	8	5	6	4	5	4	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE	6.7	6.9	6.7	7.1	6.5	6.2	6.3	6.6	7.0
SHARE AUDIENCE %	22	21	19	20	18	17	17	18	18

PAY SERVICES

AVERAGE AUDIENCE	3.1	3.2	3.1	3.3	3.6	3.8	3.5	3.7	4.2
SHARE AUDIENCE %	10	10	9	9	10	10	10	10	11

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBA ON CBS, LA LAKERS VS SEATTLE SUPERSONICS, CBS, (3:30-6:00)

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	40.6	41.1	41.9	42.4	42.9	44.0	45.1	46.5	49.2	51.6	53.2	54.9						

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

2,840																		
3.2	2.6 *		2.8 *		2.8 *		3.9 *											
7	6 *		7 *		6 *		9 *											
2.6	2.7	3.0	2.7	2.8	2.9	3.5	4.2	5.4										

ABC COLLEGE BSKTBALL SP2
TEMPLE VS UNLV
(4:00-6:06)

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	7.4 *		7.4 *		7.8 *		8.2 *		9,480									
	18 *		18 *		18 *		18 *		10.7									
7.4	7.4	7.4	7.4	7.7	7.8	8.0	8.4	10.0	11.3									

LA LAKERS
NBA ON CBS
VS SEATTLE SUPERSONICS
(3:30-6:00)

CBS EVENING
NEWS-SUNDAY

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	7.2 *	6,110	6.4 *		6.7 *		7.0 *		7.4 *	6,020								
	18 *	15	15 *		15 *		15 *		15 *	12								
7.0	7.5	6.6	6.2	6.5	6.9	6.6	7.3	7.4	7.4	6.5	7.0							

SPORTSWORLD
(3:00-4:30)

BOB HOPE GOLF-SUN
(4:30-6:37)(PAE)

(1)

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.2	13.6	14.3	14.4	14.2	14.6
30	32	33	31	28	27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.8	3.9	4.1	3.4	3.4	3.1
9	9	9	7	7	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	2.5	2.6	2.3	2.4
5	6	6	6	5	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3	6.3	6.8	7.2	6.5	7.0
15	15	16	16	13	13

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.9	4.7	4.2	3.9	3.9	4.3
11	11	10	9	8	8

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBC NIGHTLY NEWS-SUN, (PAE), NBC, (6:37-7:00)

For explanation of symbols, See page 0.